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Marketing Director



**Expanding the reach of the marketing
role to wider university operations**

I'm not talking about

- Establishing brand values and delivering them across the board
- A brand tone of voice for all communications (finance, admissions)
- Looking at every aspect of Open Days
- Training lecturers in subject talks and providing templates
- Mystery shopping accommodation, customer service
- Professional CRM integrated with Admissions and Faculties
- Informing new course design through marketing systems
- Reshaping the part time offer to reflect our market
- Making the new proposition true

My focus today is:

- Professionalising our approach to current students
- Supporting new growth areas
- Linking with commercial areas

Current students

How often do we talk about:

Achievement Employability NSS Retention

and **Customer expectations?**

But our approach to them is fragmented, unco-ordinated and often amateurish

And actually takes up a lot of resource

Current students

Imagine a world in which your students:

- are fully engaged
- take up all the opportunities for development
- work, volunteer and develop key skills
- are better placed to rate you fairly in the NSS



You can:

Manage student communications professionally

Make them planned, co-ordinated, good quality, relevant

Professionalise your institution's approach

If you:

Approach them like any other target market

Use your Marketing team to structure and lead your approach

New growth areas

- B2B: University of Derby Corporate
- University of Derby Online



New growth areas

- Initial set up
- All aspects of the brand
- Some basic questions
- Relationship with the core offer
- Lessons learned over time

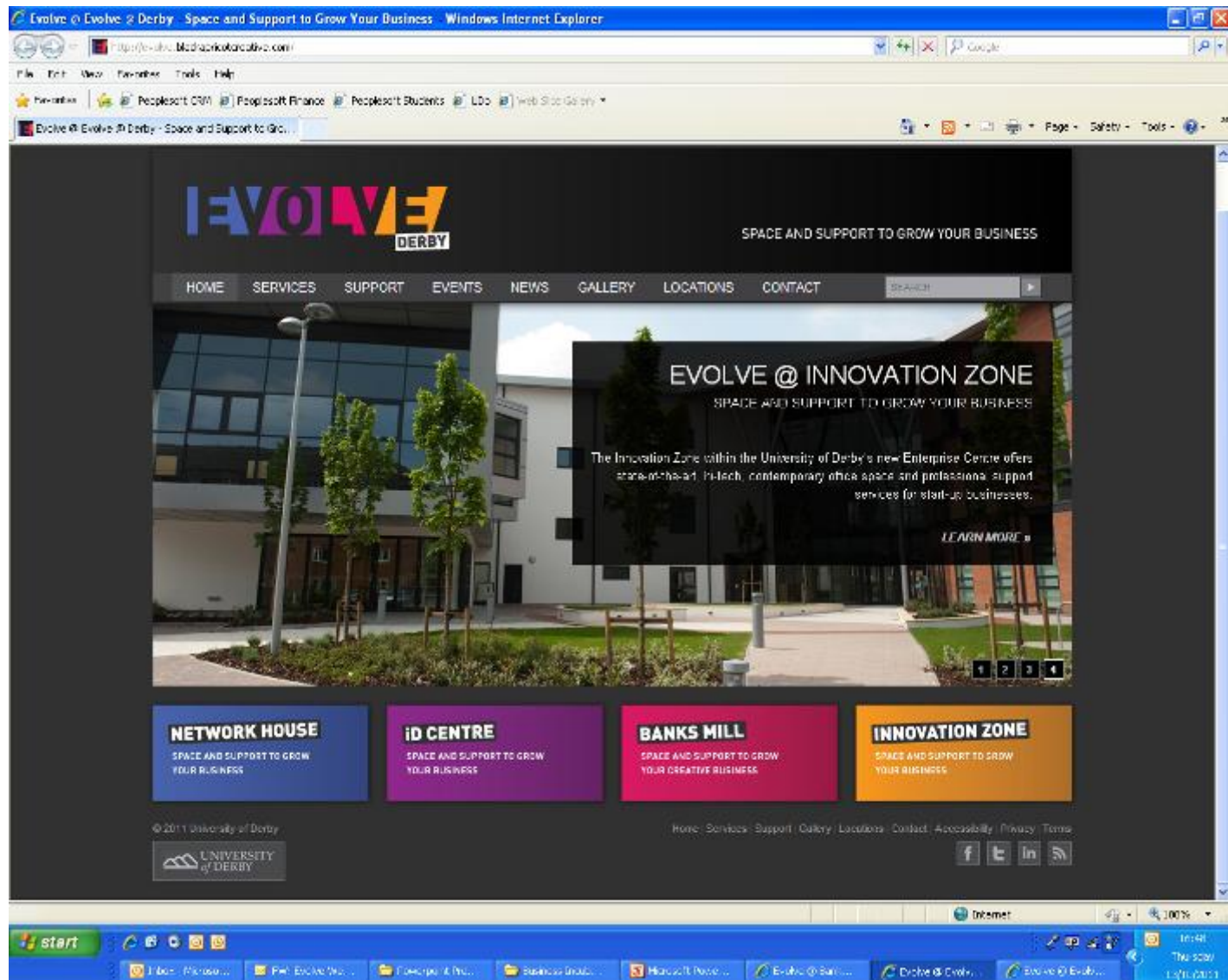


Commercial interests : set up to succeed?

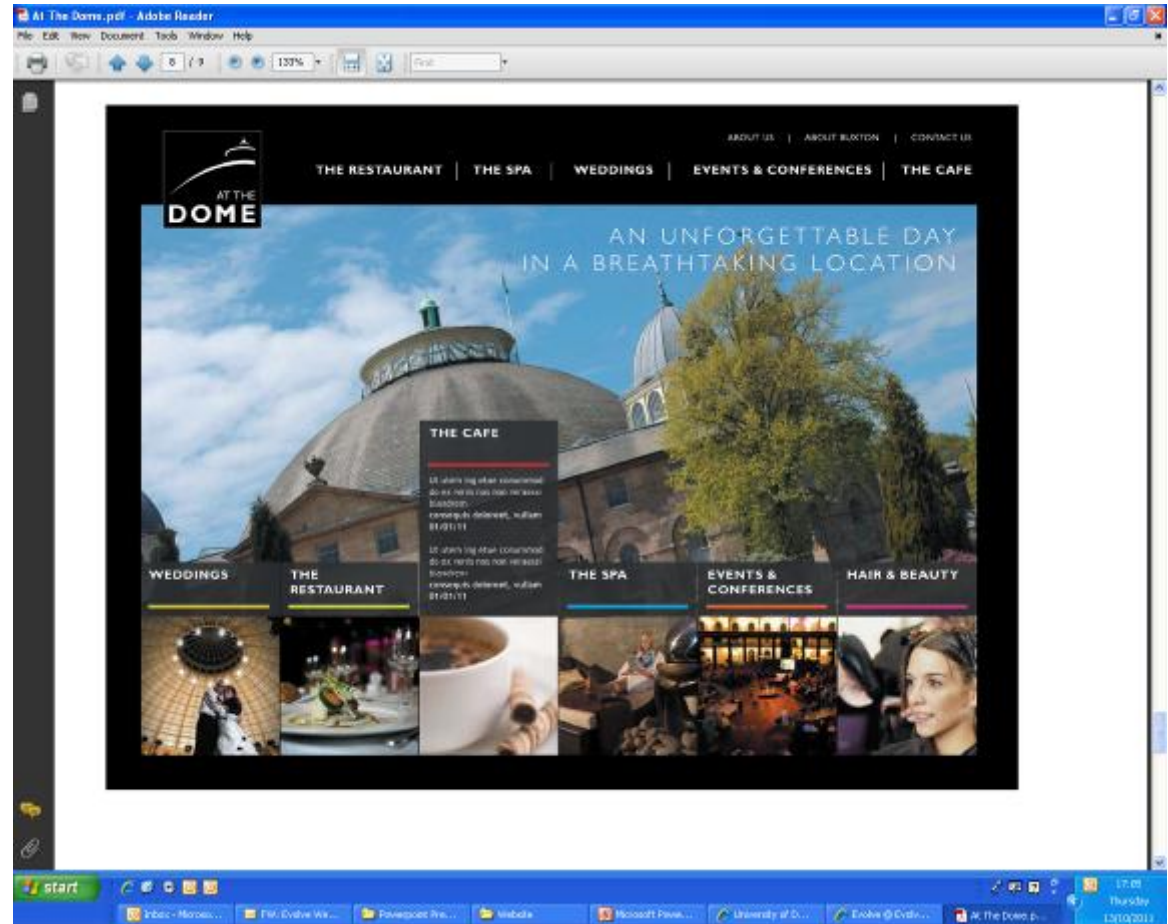
- Incubation Units
- Buxton commercial offer
- Conferences
- Derby Theatre
- Team Derby







'brands' for
spa, weddings, conferences,
bistro, hair salon, fine dining



But it's not about the pictures

- business principles
- marketing principles
- communications principles
 - product, price, promotion, place
 - people, physical evidence, process
- The basic questions
- Setting yourself up to succeed
- It's taken 4 years but we are now restructuring to formalise this

Structure for success

- Include a marketing function in your structure
- Include a decent operational marketing budget
- Don't rely exclusively on sales people
- Embrace a planned and strategic approach
- Do link to the central marketing team properly
- Use all the aspects of the marketing discipline
- Establish a senior level Marketing overview of these areas



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