



THE UNIVERSITY OF

MELBOURNE

Programme marketing. A Melbourne perspective.

First, a little about our University.



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200+
graduate
courses

10 faculties and
graduate
schools

13,000
international
students

48,000
students from
180 different
cultures

250,000
alumni
worldwide

7,000
international
graduate
students

4,500
academic
staff



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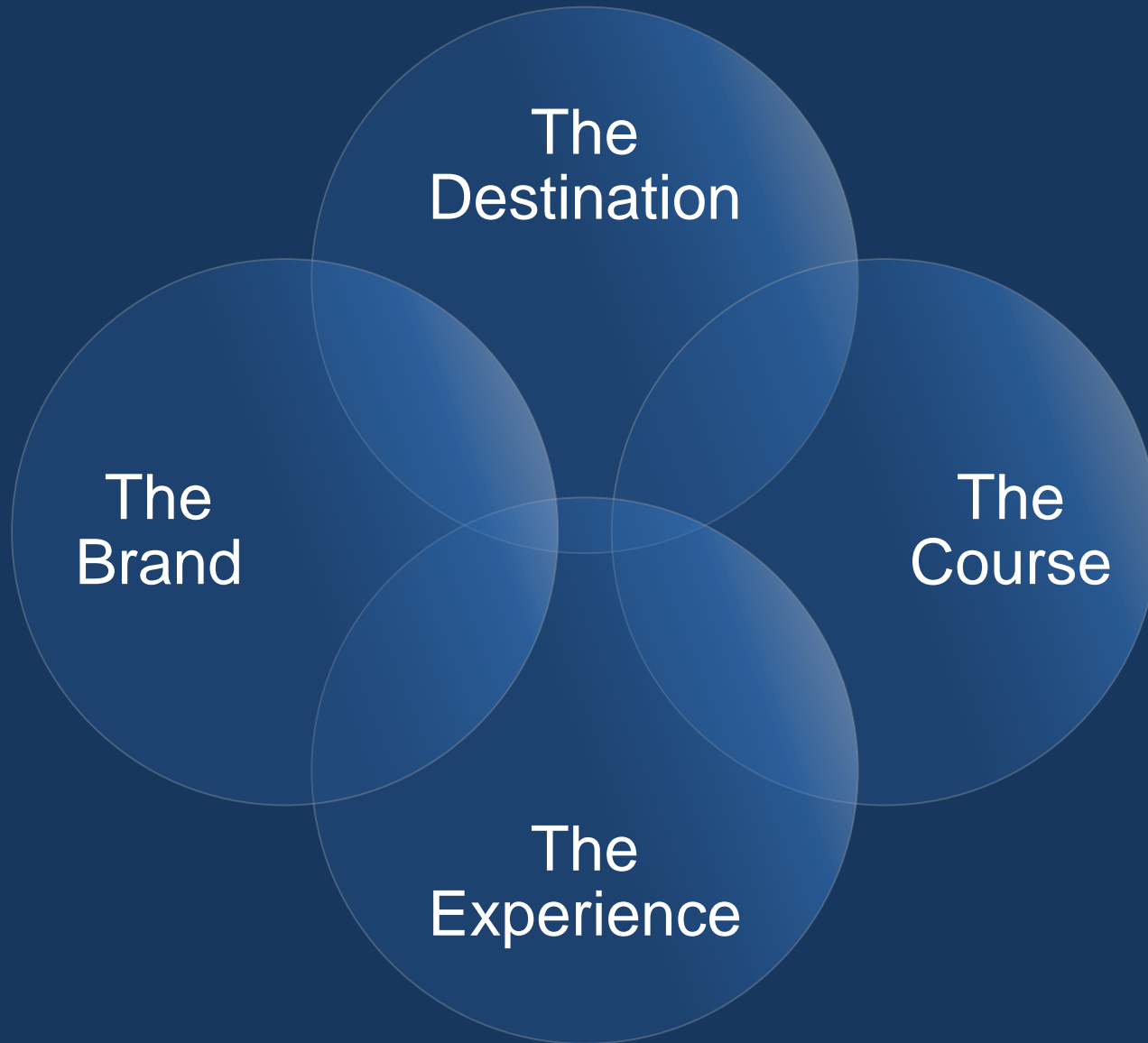
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Marketing a programme.



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The decision factors



The Destination

Personal safety

Time zone

'Liveability'

Cost of living

Accommodation

Transport

Food

Culture

Wild animals

Visa rules

Weather

Diversity



The Brand

Ranking

Reputation

Word of mouth

Direct experience



The Course

Entry
requirements

Prerequisites

Quality of staff

Future
pathways

Cost/financial
support

Prestige of
faculty

Employability

Alumni
perceptions

Network
connections



The Experience

Admission
process

Academic
rapport

Campus
environment

Social
connectedness

Study
infrastructure

Wellbeing
services



The marketing process.



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Stages of marketing



Key recruitment tools



- CRM team
- Sales team
- Marketing and communications team
- Faculty recruitment teams + Academic staff



What have we learned?



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1. Have a long-term vision for your programme

- What are the larger objectives you are pursuing with this programme?
- Does this programme add to the academic reputation and attractiveness of your University?
- Are you building a sustainable niche (financial or otherwise) for the University with this programme?
- What are the aspects of the programme you can build on in the long-term to expand and develop this niche?
- What are the negatives of the programme for students? Can they be turned into positives?



2. Differentiate your programme from alternatives

- Which of the decision factors (city, course, university, experience) will play the biggest part in attracting graduates to your programme?
- What can you say about your programme that is genuinely unique?
- What special need or purpose does your programme meet that is not currently being met?
- What clearly definable and targetable audience can you identify for your programme?



3. Prioritise resources to the best markets and test

- You can't succeed in every market: find the market with most obvious potential and build learnings to apply in other markets
- Depth of engagement is more powerful than breadth
- Many resources concentrated in one market will always prevail over diffuse resources spread too thinly
- Be prepared to under-achieve at first – but make sure you know why you have under-achieved



4. Be in the right market at the right time

- What time/s of year are students considering their graduate study options?
- What are the most powerful influences on decision making? Parents? Academic mentors? Other students? Teachers?
- Structure a marketing programme to reach key influencers well ahead of decision time
- Make sure you are on the ground engaging with students when applications open



5. Seek relationships, not merely sales

- Universities are a 'long-tail' business
- Understand, document and analyse the process for converting a person from potential future student to enrolee
- Who or what will your audience be most influenced by?
How big an issue is trust and reputation?
- What factors do you need to address to overcome resistance?
- What have you done to make the prospect believe your offering is the best choice for their future?



6. Find the most engaging channels to reach your market

- One isolated recruitment activity is unlikely to achieve much. A co-ordinated burst of activities is usually the most effective at generating awareness and response
- What is the potential of social media?
- Which social media platforms reach your audience best? LinkedIn? Facebook? Weibo? WeChat? Instagram? Youtube? Do you monitor these channels to find out what people are saying about you?

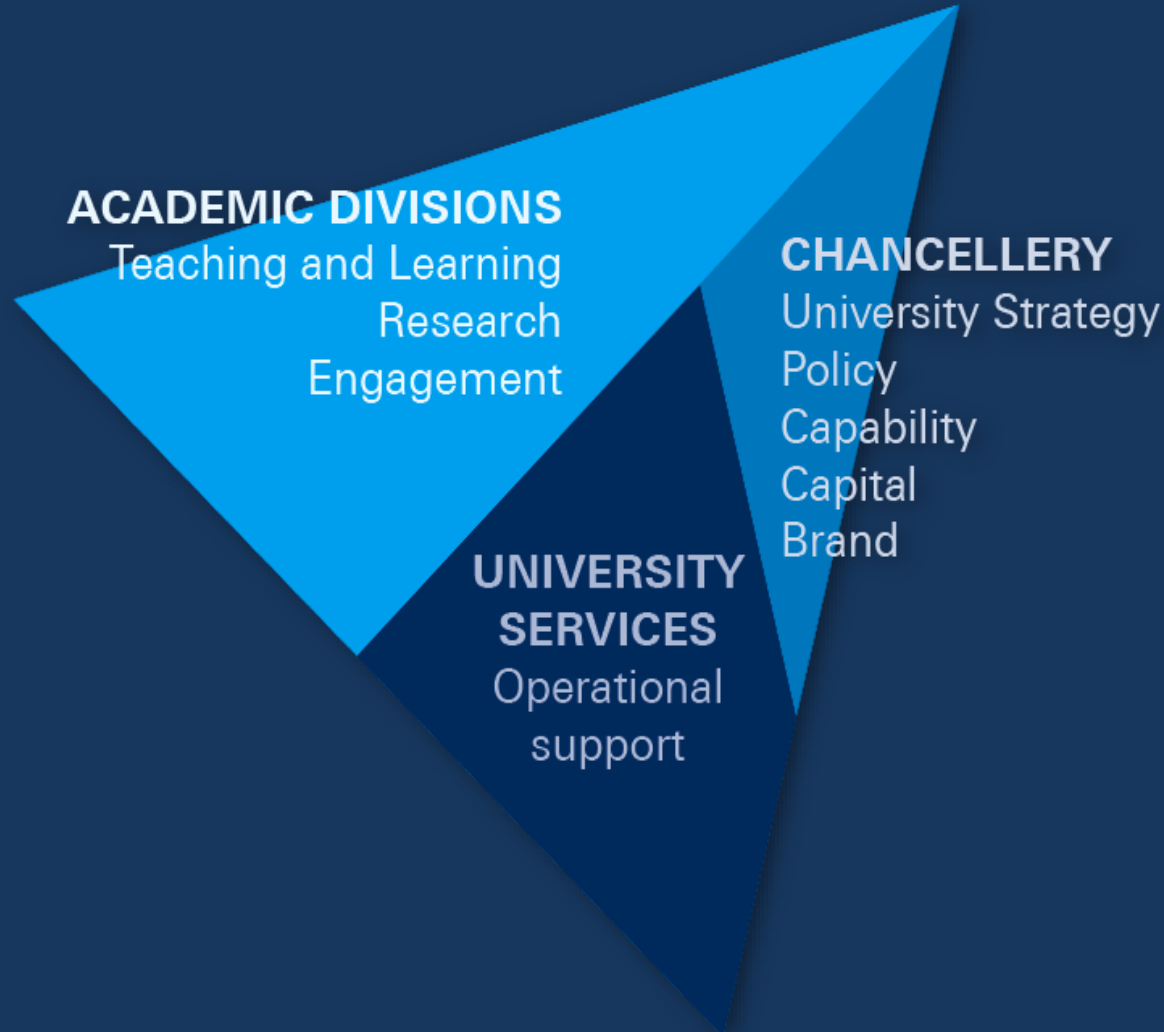


7. Academics and alumni are great ambassadors

- The enjoyment and success of the learning/teaching experience will be heavily influenced by the rapport achieved with academics
- Introduce them into the recruitment process as soon as you possibly can
- Academic and alumni events, dinners, meetings, lectures and collateral materials are invaluable as a way of engaging prospective students with your programme...*but don't let them determine your strategy*



8. Build specialist recruitment capability



Questions?



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bedanken

спасибо

danke

dziękuję

grazie

gracias

hvala

хвала

kiitos

köszönöm szépen

merci

obrigado

paldies

tack

tak

thank you

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