Co-marketing: A collaborative approach

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Outline

Situation
Challenge
Response
Evaluation
Situation

Enhance, Strengthen, Expand

Discipline-specificity
Transition & Attainment
USP
Challenges

- Limited resource & marketing expertise
- Historical reliance on IRO & champions
- Lack of awareness within Faculties/departments
- Perception of the marketing challenge
- Marketing “silo”
Action needed

- Raise profile within academic community
- Effectuate reciprocal understanding
- Articulate how we add value
- Utilise existing and emerging marketing & comms channels
- Increase PS team engagement
- Build strategic alliances
“Before I came to Bath, I was working as a school teacher working with students from many different backgrounds. I wanted to develop my teaching ability to work with international students so decided to study International Relations. I chose the University of Bath because it is one of the top universities in the UK with excellent academic staff. Bath is a very safe, beautiful city and I love the life here very much. The University and the city has everything students need.”

Satoko Sekiguchi, Japan
MA International Relations & European Politics

“During my five-week Pre-sessional course, I learned not only English but many other things to help me understand more about living in the UK. During my course, my English language skills really improved and I made friends with many other students. If I had not taken this course, I would have found it very difficult to move on to my Master’s course.”

Chen Ching Liu
Taiwan, MSc, Marketing and Student of the Year 2016
Response

Social media

Brand reputation & positioning
Outcomes

- Demystification & professionalisation
- Synergy between Faculties & Professional Services
- Marked increase in PGT student numbers
- Closer strategic alignment
Challenges

Time & resource
Quantification of ROI and development of KPIs
Buy-in from all Faculties
Recognising and responding to localised approaches
Opportunities

- Continue to build understanding by:
  - presenting at Faculty meetings/events
  - embedding offer into PG promotional material
  - inviting Faculty/School staff to PSE events/into classes

- Co-design and co-deliver pre-arrival materials, e.g. mini MOOC

- Development of online Pre-sessional (distance learning)
"We have recently worked with the Skills Centre in recording a joint Pre-sessional webinar. This was a great opportunity for us to work more closely together and generate content that can be used in the Marketing activities for our Faculty. I believe that universities can benefit greatly from working on cross departmental projects, as collaboration and knowledge exchange between wider teams has a positive influence on achieving wider university objectives. We look forward to repeating this activity during the next recruitment cycle."

Jannika Pott
Marketing Officer
Faculty of Engineering & Design
University of Bath
Thank you for listening

Any questions?

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