



UNIVERSITY OF  
**BATH**

# Co-marketing: A collaborative approach

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**S**ituation

**C**hallenge

**R**esponse

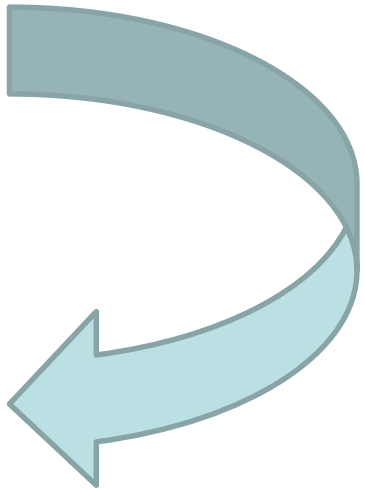
**E**valuation

# Situation



**Enhance, Strengthen, Expand**

**Discipline-specificity  
Transition & Attainment  
USP**



- 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



Increase PS  
team  
engagement

Articulate how  
we add value

Build strategic  
alliances

Utilise existing and emerging  
marketing & comms channels



## Student-targeted communication



*"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."*

*"During my five-week Pre-session 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."*

Satoko Sekiguchi, Japan

MA International Relations & European Politics

School of Management



**Pre-session Programme**

Prepare for your Master's course with our Pre-session English language and academic skills courses



MSc in Accounting & Finance ranked by the Financial Times as one of the world's 50 leading finance courses and ranked 4th for Risk Management (2016)

Full-time MBA ranked 6th in the UK and 58th in the world by The Economist (2016)

*"PSM4 really helped me improve my knowledge of academic writing and learn how to write essays with correct citations and references. Deciding to join the Pre-session course was a significant step for me in preparing to take my Masters degree."*

Che-Chang Lin  
Taiwan, MSc Marketing  
and Student of the Year 2016

Academic Skills Centre

[www.bath.ac.uk/asc](http://www.bath.ac.uk/asc)

# Response

## Social media



## Brand reputation & positioning

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



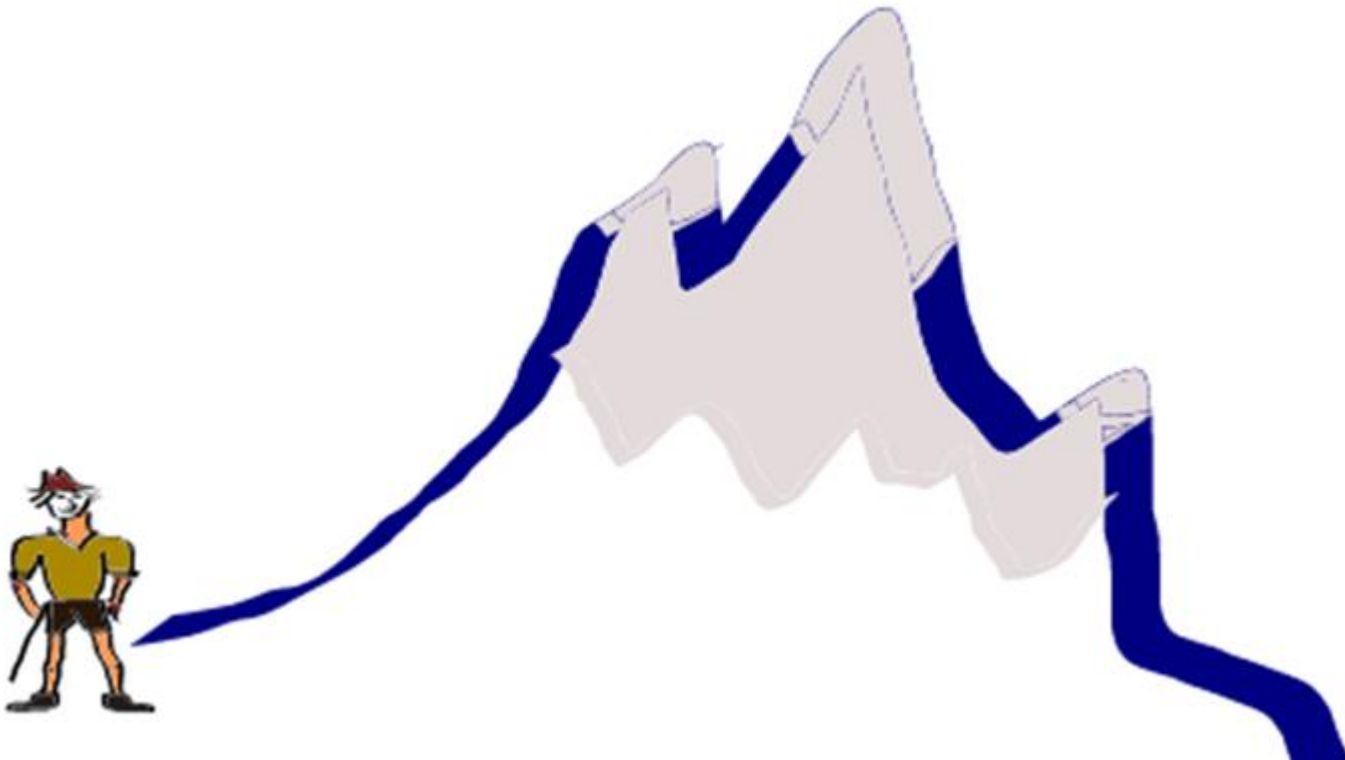
# Challenges

Time & resource

Quantification of ROI and development of KPIs

Buy-in from all Faculties

Recognising and responding to localised approaches



- ❑ 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



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