

Marketing Program Campaign Template

Program Overview

Faculty/School

Program Name

Program Code Duration Fee Category CSP FFP

Government/Industry funding? Yes No

If yes, provide details of type of funding

Available Sydney Campus Fremantle Campus 100% Online Broome Campus

Student Domestic International

Type of program Undergraduate Postgraduate

 Program level
 Undergraduate Certificate
 Diploma
 Bachelor Degree
 Graduate Certificate

Graduate Diploma Masters HDR

Program commencement date Next intake period (yearly/each semester)

Commencement target (headcount)

First intake Second intake

Program Detail

Structure of the Program (i.e. 4 weeks online, short course, intensives, 12 weeks, FT)

Program Overview

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Program Detail Continued
Student Learning Outcomes
Are there current industry/business/association/public agencies, etc. ties and/or partnerships for this program?
List current and potential key industry stakeholders
Are there practicum elements in this program? Yes No
Are there internship opportunities in this program? Yes No
Is there any government funding for this program? Yes No
Has this program been accredited by a certified body or are there plans for obtaining accreditation? Yes No
If accredited, is accreditation national or state based? National State based
Is accreditation by a certified body required upon successful completion/graduation in this field/industry/profession? Yes No
Finance
Price Price
Is there Volume Discounting? Yes No

SECTION A: Marketing Please note, to effectively achieve the target commencement objectives, Marketing requires a minimum of 6 –12 month campaign and conversion period. Application target (headcount): Program/Field of Study sector growth (demand analysis): Identify Target audience Program campaign timeframe Has a webpage been created for this program? No If yes, list all webpages where this program sits on the website

Program Competitor Analysis The program competitor analysis will provide insights into the competitor program's strengths and weaknesses to assist Marketing to identify potential gaps in the market, as well as the positioning and unique selling points for the program. University UNDA Overview and benefits/unique selling points Cost Government/ Industry subsidised? Fee type Duration Available to domestic/ international Is the program accredited? Pactical experience/ internships

SECTION A: Marketing Continued

SECTION A: Marketing Continued	
University	
Overview and	
benefits/unique selling points	
selling points	
Cost	
Government/	
Industry subsidised?	
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Fee type	
Duration	
Available to	
domestic/	
international	
THO THOUGHT	
Is the program	
accredited?	
Pactical experience/	
internships	

SECTION A: Marketing Continue	şu .			
Program Advertising and Chan	Program Advertising and Channel Campaign:			
Action				
Objective				
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Key initiatives to achieve the	objective			
Key Initiatives	Timeframe	Budget	Measure	Comments
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Digital Campaigns	Compatitor Ridding Coat			
i.e. Google Adwords, Paid Social,	Competitor Blading, Spot	ıry		
Organic Channels				
i.e. Social Media, Website, News	Stories/Media			
Sponsored Content				
i.e. Industry Associations				

SECTION A: Marketing Continued
Events
i.e. Info Sessions, Webinars, Expo's, Open Day, Info Day
Print and external publications i.e. UAC/TISC Guide, GUG, SIA, SMH, Catholic Weekly, The Record
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Publications
i.e. UG Guide, PG Guide, EOP Guide, International Guide, Flyer/Brochure
Program Performance Summary (for completion after launch)
Completion date
Total applicaitons
Conversion rate
Total enrolments
Campaign outcomes

SECTION B: PSO	
Key initiatives to achieve the objective	
Recruitment and lead generation opportunites i.e. Events, school/RTO visits, markets/expos, etc. Include budget if activity is program specific Date Event	Budget
SRO and Ambassador training i.e. Briefing session date, key selling points, objection handling	
Target schools/RTOs/organisations Including any target pathways or RTO program students	
Key lead generation/conversion initiatives i.e. Recruitment/conversion events, SMS/EDM/phone campaigns, etc. Include budget if activity is program specific Date Initiative	Budget

SECTION C: Admissi	ons				
Conversion target					
Admissions Portal					
Program name					
IT has vetted	Yes	No			
Application assessment		Minimum entry requirements	Offer release timing	Type of outcomes	Enrolment open
Turnaround Time					

Approvals	
Executive Director, Marketing	Executive Dean
Comments	