



**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

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?      Yes      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

University

Overview and  
benefits/unique  
selling points

Cost

Government/  
Industry subsidised?

Fee type

Duration

Available to  
domestic/  
international

Is the program  
accredited?

Practical experience/  
internships

**SECTION A: Marketing** Continued

**Program Advertising and Channel Campaign:**

**Action**

**Objective**

**Key initiatives to achieve the objective**

<b>Key Initiatives</b>	<b>Timeframe</b>	<b>Budget</b>	<b>Measure</b>	<b>Comments</b>
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**Digital Campaigns**

*i.e. Google Adwords, Paid Social, Competitor Bidding, Spotify*

**Organic Channels**

*i.e. Social Media, Website, News Stories/Media*

**Sponsored Content**

*i.e. Industry Associations*

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**Events**

*i.e. Info Sessions, Webinars, Expo's, Open Day, Info Day*

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**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*

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**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 opportunities**

*i.e. Events, school/RTO visits, markets/expos, etc. Include budget if activity is program specific*

<b>Date</b>	<b>Event</b>	<b>Budget</b>
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**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*

<b>Date</b>	<b>Initiative</b>	<b>Budget</b>
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**SECTION C: Admissions**

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**