EIT Marketing and Promotion of Higher Education Courses Procedure

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Policy Custodian: Dean of Engineering
Policy Contact: Marketing Manager
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Purpose: The purpose of this procedure is to ensure a clearly defined and effective process of marketing and promoting the EIT – both as an institution of higher learning as well as specific courses

Scope: This procedure extends to all EIT staff (both administrative and academic)

Overview: The EIT have developed a strong following of students attending the vocational courses as a result of low key marketing done specifically for the EIT over the past two years and more extensively as a result of the association with IDC Technologies and the marketing done here over two decades. It is critical that all marketing and promotion is done tastefully and to an extremely high standard and this procedure seeks to define this. The focus of this procedure is on the marketing and promotion of the higher education courses which will complement those of the VET sector.

Essential Supporting Documents:

Related Documents:

The Procedure sets out a brief outline and guidelines about the marketing and promotion carried out by the EIT with regard to courses in the Higher Education area. It is broken down into the following sections:

- Overall methodology
- Staff engaged in marketing
- Media used
- Typical costing structures

1.0 Overall methodology
The overall methodology followed is to trigger interest and attract potential future students to the EIT website, resulting in course enquiries.
The main approach, which creates considerable interest and produces results, is a monthly newsletter. It gives student stories, new developments and accomplishments of students and staff.

- The marketing manager constructs this newsletter and mails it out once a month to approximately 120,000 potential students throughout the world promoting the accredited vocational (mainly advanced diploma) and other proposed courses such as the Master degree. This approach equated to 25% of EIT’s enquiry in 2010.
- Search engine marketing (SEM) is used as a tool for building awareness and driving new visitors to the website. The primary means for SEM is Google Adwords, managed daily. Several other engineering industry sites and education sites are also used.
- The EIT web site (www.eit.edu.au) is used as a tool for collecting leads for future students. The website is maintained on a weekly basis.
- Search engine optimisation (SEO) is used in a limited way with the web site being set up for so-called organic searches. The marketing manager reviews this strategy against SEM on at least a weekly basis to confirm the number of visitors is trending upwards on a weekly basis.
- SEM and SEO equated in 36% of EIT’s enquiry in 2010.
- Once a month, the EIT has a joint venture with a few magazines (e.g. Westwick Farrow in Sydney) to promote a full page advertisement promoting EIT courses at no charge.
- Two or three times per year, a Roadshow in conjunction with Westwick Farrow is conducted throughout Australia (with all expenses covered) and promotes our educational offerings. The Dean of Engineering co-ordinates this activity and attends it (or one of the lecturers will stand in for the Dean).
- Emphasis on course quality, instructor credibility and customer service has resulted in “word of mouth” and returning past students contributing to 15% of enquiry in 2010. The EIT expects to improve on this in 2011.

It should be noted that no print direct mail is to be used as it has proven to be ineffective.

2.0 Staff engaged in marketing
The marketing manager is in charge of marketing, supported by the Dean of Engineering.

3.0 Media used
The media used in marketing and promotion comprises:
- Direct email’s once per month
- A number of web sites (primarily the www.eit.edu.au and www.idc-online.com)
- Westwick Farrow Magazines
- Google Adwords

4.0 Typical costing structures
The EIT has a very low cost structure for marketing and promotion as most of the activities are done electronically. The marketing manager has no need for a budget
for promotion of EIT higher education courses as these ‘piggyback off’ the EIT promotion of VET courses.