

ABERDEEN COLLEGE

MARKETING STRATEGY

Revision Date: 23 January 2012

MARKETING STRATEGY

1.0 Introduction

- 1.1 As a service organisation, the College recognises that it must maintain a high public profile for the courses and services it offers to people in the area it serves.
- 1.2 The purpose of the Publicity and Marketing department is to ensure communication with individuals, the community, industry and other organisations is effective to maximise education and training opportunities.

2.0 Aims and Objectives

- 2.1 Promote College services and facilities to potential students.
- 2.2 Support the marketing function of departments and sectors to achieve student recruitment targets through the identification of marketing and publicity campaigns.
- 2.3 Support the promotion and development of community-based learning and ensure the College reaches people living in areas where social exclusion is a prominent feature.
- 2.4 Support the College to foster equal opportunities and reduce discrimination in its various forms.
- 2.5 Conduct market research and evaluate marketing campaigns.
- 2.6 Manage and develop the College's online presence and brand and continue to develop methods of widening and easing access to information about the College, its courses, and services.
- 2.7 Manage, develop and protect the College brand and identity.
- 2.8 Provide PR and communications support and support College activities and events.
- 2.9 Promote HNC/HND articulation links.
- 2.10 Ensure that all College buildings are 'legible' and accessible and promoting a positive atmosphere and environment.

3.0 The Strategy

- 3.1 The following functions and activities will be undertaken within budget constraints and in a cost-effective manner.
- 3.2 Publicity and Marketing will promote services and facilities to potential students and support the College to foster equal opportunities and reduce discrimination in its various forms through the following:
 - Marketing materials designed in-house
 - The College website
 - Advertising – ensuring effective frequency, media impact, timing and reach across press, print, radio, TV and online media
 - PR
 - Direct mail and social marketing
 - Internal and external events.
- 3.3 When requested, Publicity and Marketing will advise and support the marketing function of departments and sectors, produce a marketing strategy and evaluate results by using one or all of the following as deemed necessary:
 - Publicity materials
 - PR
 - Events
 - Direct marketing
 - Advertising
 - Market research.

- 3.4 Publicity and Marketing will support the promotion and development of part-time and business courses by:
- Promoting community based adult education in Aberdeen City and Aberdeenshire to ensure student enrolment targets are met
 - Support events organised by partners and other agencies
 - Produce press releases that demonstrate good practice and working partnerships as required
 - Provide market research when required.
- 3.5 Publicity and Marketing will conduct market research and evaluate marketing campaigns through the following:
- Review promotional activity on a monthly basis, identifying action required regarding student application numbers to ensure recruitment is in line with target
 - Collate information and statistics on local industry, skills shortages and employment trends
 - Ascertain the training requirements of employers and their employees, by appropriate market research on the instigation of Sectors and Departments
 - Continue to evaluate marketing campaigns as required.
- 3.6 To manage and develop further the College's public online presence and brand – through contemporary design and use of cutting-edge technology, whilst adhering to usability and W3C accessibility legislation. For example:
- Abcol and Uni-link websites
 - iTunes University
 - Web 2.0 technologies and 'social' marketing
 - E-marketing campaigns
 - Promoting online applications
 - Creative support for Web Services and other internal processes
 - Content management.
- 3.7 Support the College to foster equal opportunities and reduce discrimination in its various forms by ensuring graphics and photographs used in publicity materials promote equality, diversity and inclusiveness sensitive to the target group.
- 3.8 Manage, develop and protect the College brand and identity by monitoring and protecting the use of the trademark, demonstrating creative control over the College's publicity and advertising materials to all internal and external clients and ensuring all imagery and design is relevant and appropriate.
- 3.9 Provide PR, communications and support College activities and events by:
- Encouraging Sectors/ Senior Management/ senior cross-College personnel to advise of potentially positive or negative news items and establish and maintain a continuous flow of information to the media
 - Identify a communications strategy that best targets and informs stakeholders in the North-East
 - Promote Aberdeen College through public events – graduations, open days, exhibitions and end of year shows, and other student events
 - Liaising with College partners and co-ordinate news items distributed to the media that demonstrate good practice and working partnerships, as required
 - Record student and staff successes for display in foyer areas
 - Collate profiles of successful students for use in publications
 - Coordinate the annual Student Achievement and Citizenship Awards and associated PR
 - Coordinate the Year Book.
- 3.10 Promote HNC/HND articulation links
- Liaise with Banff and Buchan College, Robert Gordon University and the University of Aberdeen to promote 2+2 and 1+1+2 link courses
 - Manage and develop the Uni-link micro-site
 - Liaise with universities to update HNC/HND articulation links and produce Progression Booklet

- Organise a University Progression Day
 - Promote university progression in College publications and press releases.
- 3.11 Ensure that all College buildings are 'legible' and accessible and promoting a positive atmosphere and environment by managing and developing:
- Directories and public information systems
 - Signage, notices, framed artwork, and noticeboards
 - Self-study zones, refurbishment schemes and environmental enhancement
 - ID systems for staff.

4.0 Responsibilities

The Publicity and Marketing Department is divided into two distinct areas - Marketing, Media, PR and Events, and Design, Publicity and Advertising. Both teams, although independently managed, work closely together to support the marketing objectives of the College and report directly to the Principal.