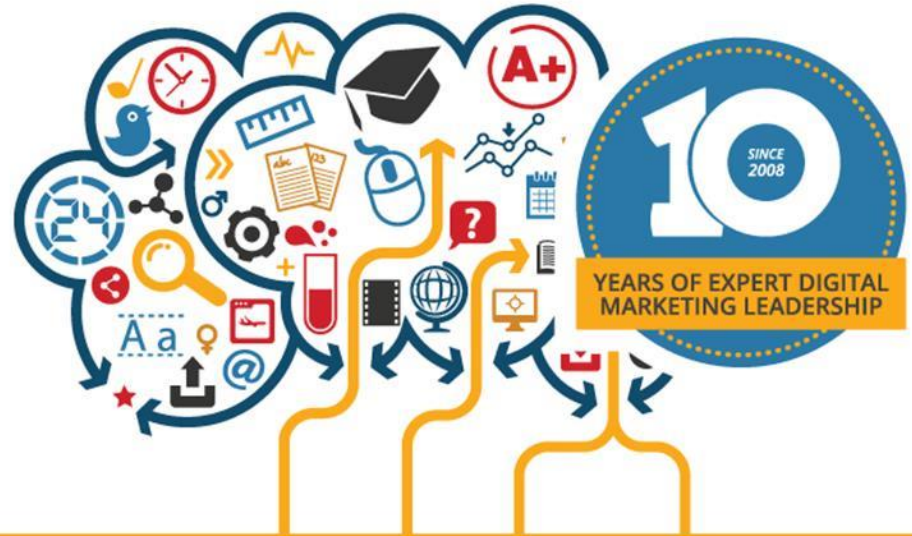




Higher Education Marketing



Inbound Marketing for Student Recruitment



Today's Presentation

- What is Inbound Marketing?
- Student Personas: Foundation of a Digital Content Strategy
- Scenario #1 – Visibility & Awareness
- Scenario #2 – Nurturing their Consideration & Decision Making
- Scenario #3 – Driving Enrollment

What is Inbound Marketing?



What is Inbound Marketing?

Bring prospective students to your website where you can engage with them.



What is Inbound Marketing?

Bring prospective students to your website where you can engage with them.



SEO

Why Inbound Marketing?

Today's prospective students are **digitally literate**



They expect **meaningful dialogue** and **relationship-building**



Inbound marketing is **10x** more effective for **lead conversion** than ads



76% of marketers use **inbound marketing** approach as their **primary strategy**



Student Persona Development Builds Content Strategy

Segment prospects by: program, level, source country, etc. & research their distinct characteristics:



Persona Development: Research Tools

1. Survey your **admissions & recruitment** team for their insights
2. Survey/poll your **students & alumni** directly
3. Use **journey-mapping** to track key touchpoints
4. Conduct **market research** to better understand what is impacting decision-making



Persona Development: Background Information

The Avid Online Learner

Background

- May be either male or female
- Aged 18-25
- May come from Southeast Asia, China, India, Central America, or the Middle East
- May have recently moved to North America or Europe
- Will hear about (School Name) through social media or online research



Persona Development: Motivations

The Avid Online Learner

Motivations

- Is looking to improve their English skills to improve job prospects in a time of economic uncertainty
- Mostly focused on academic outcomes, but welcomes the opportunity to meet new people and practice English with like-minded individuals remotely
- Wants a school that has robust online learning software and qualified instructors
- Seeking a school that offers ample online resources to help students excel remotely



Your prospective student motivations drive the messaging of your digital marketing content.

Persona Development: Concerns

The Avid Online Learner

Concerns

- Nervous about the quality of instruction they'll receive online, and whether or not online learning will help them develop the English skills they need
- Worried about having the self-control and dedication required to complete their course work from home
- Concerned about the ability to practice their English skills with their peers online



Your messaging can be focused to overcome key barriers to booking

Persona Development: Key Messages

The Avid Online Learner

Key Messages

Motivations

- Wants a school that has robust online learning software and qualified instructors



All (School Name)'s online courses use a comprehensive learning platform and are taught by qualified instructors

Concerns

- Concerned about the ability to practice their English skills with their peers online



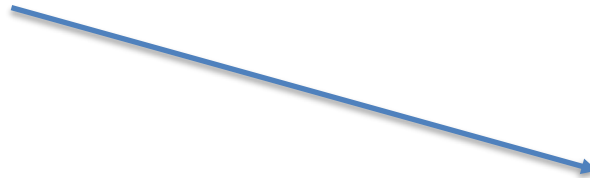
(School Name) boasts small online class sizes, with an average of 6 learners per session. This allows for ample conversational practice between students

Create Targeted Content

The Avid Online Learner

Motivations

- Is looking to improve their English skills to improve job prospects in a time of economic uncertainty



3 Ways an IELTS Course Can Improve Your CV



The IELTS Course Shows Your English Language Level to Companies

Hiring managers and education admission officers will often need to review hundreds of CVs within a short time. Anyone can add an estimated English level to their CV, but this can be difficult to prove until the interview. There are also thousands of English language tests that people can take. However, it can be difficult to know what each level means.

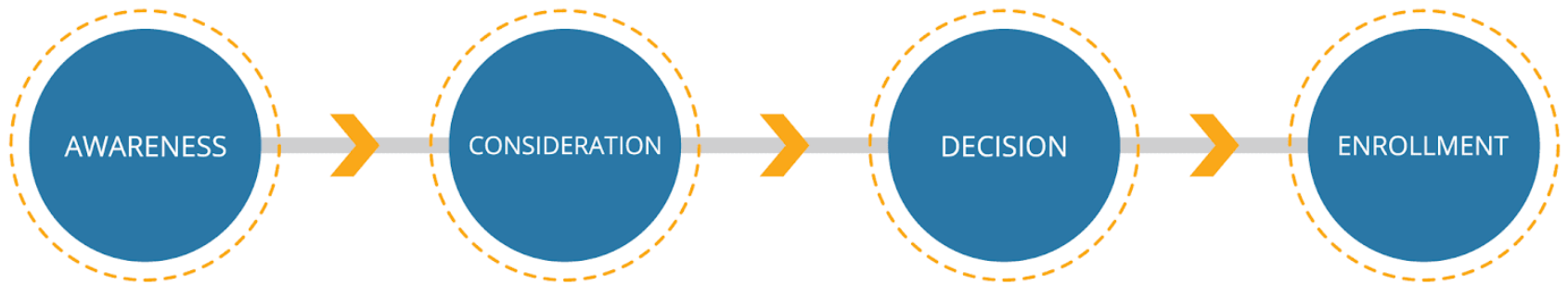
The IELTS test results are standardised and widely recognized, meaning that an employer or university can quickly see your English language skills. This could mean that a recruiter is more likely to interview someone who has a CV with an IELTS test result because they can be certain about their English language level. As well as this, attending an [IELTS school](#) can show an employer or university that a candidate is hard-working, dedicated, and committed to improving their English.

The IELTS Test Is Accepted by Thousands of Companies and Schools Worldwide

The great thing about the IELTS test is that it is the most taken and recognised English language test in the world. This means that wherever you decide to continue your career, whether it's the UK, the US, or Australia, companies and schools will be able to see your English language level when you apply.

The IELTS test is recognised by more than 10,000 organisations in 140 countries. This means that your IELTS score could improve your CV wherever your career or education takes you.

Customize Inbound Marketing to a Prospect's Stage in their Journey from Inquiry to Enrollment



Poll #1

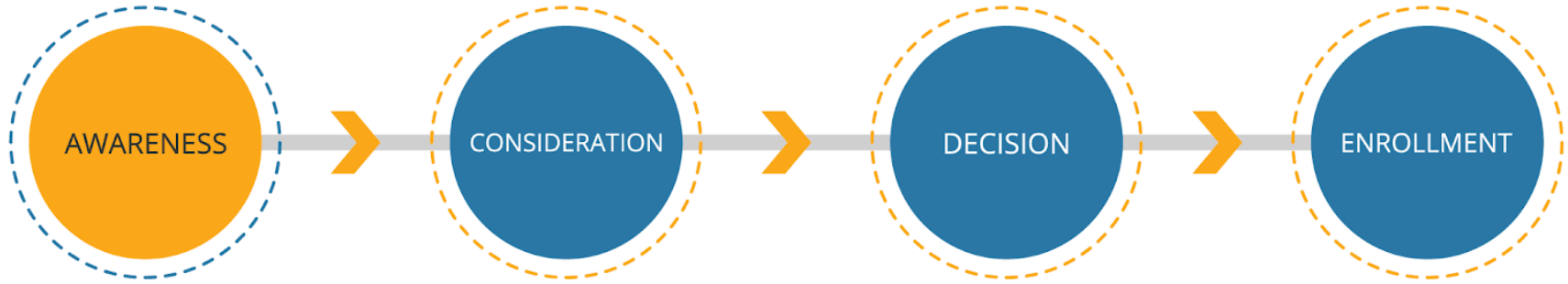
Does your school's Inbound content target prospects at the Stages in their Journey?

Awareness • Consideration • Decision • Enrollment

YES

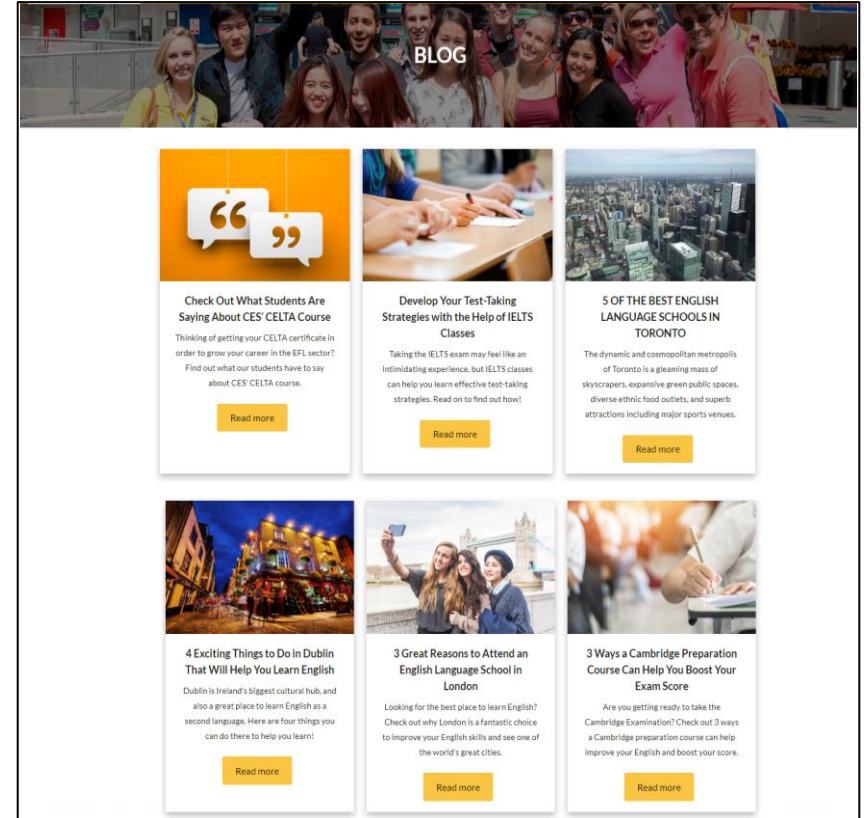
NO

Inbound Scenario #1 – Building Visibility & Awareness



Blog Building Strategy

- Provide career/study tips, topical updates, and other **custom content** your personas can use
- Generate **respect, trust** and **loyalty**
- Become a **thought-leader**, never a salesperson.



Student-generated Content for the Awareness Stage

- Invite current students to share their **personal experiences**
- Ask students to contribute content in **multiple languages** to recruit overseas
- Offers **inside access** to prospective applicants
- Provide **motivation** to prospects who may be “on the fence”

All Roads Lead to Ryerson: A Reflection of my University Experience



April 30, 2019
Career Advice
3 Comments



Jessica Cuaresma is a soon-to-be graduate of Ryerson's Business Management program. With a background in the arts — specifically visual arts and musical theatre, she hopes to integrate her creativity, along with her knowledge of marketing within the business world. Her passions include travel, fashion, photography and music.

I wish I could've been there for my 18-year-old self — an overwhelmed senior in high school who was flustered by all of the 'crucial' and 'timely' decisions she had to make — to let myself know that it's okay not to know.

[Continue reading](#)

Social Content Sharing Workflow

Publish content
on your website

The Time is Now: The Crisis is the Perfect Time for an MBA

July 14, 2020

Best possible learning experience thanks to innovative hybrid teaching

It's a question many executives and high potentials are pondering these days: Is the crisis the right time to take up an MBA? "It absolutely is," says Prof. Barbara Stöttinger in the following. The Dean of the WU Executive Academy analyzes the reasons why it is a good idea to start an MBA in a time of crisis and explains how the WU Executive Academy has been preparing for the start of the MBA programs in the fall against the backdrop of the coronavirus pandemic to offer students the best possible learning experience through the use of innovative hybrid teaching.




 **WU Executive Academy**
19 August at 03:01 · 🌐

Is the crisis the right time to take up an MBA? "It absolutely is," says our Dean Prof. Barbara Stöttinger. In this article she talks about why it is a good idea to invest in your competences during times of crisis.



EXECUTIVEACADEMY.AT
The Time is Now: The Crisis is the Perfect Time for an MBA
Barbara Stöttinger explains why times of crisis are good for an MB...

Share on Facebook

 **WU Executive Academy**
8,006 followers
3w · Edited · 🌐

+ Follow ...

Is the crisis the right time to take up an MBA? "It absolutely is," says our Dean Prof. Barbara Stöttinger. In this article she talks about why it is a good idea to invest in your comj ...see more



The Time is Now: The Crisis is the Perfect Time for an MBA
executiveacademy.at • 2 min read

Share on LinkedIn

 **WU Executive Academy** @WUEXAC · Aug 19

Is the crisis the right time to take up an #MBA? "It absolutely is," says our Dean Prof. Barbara Stöttinger. In this article she talks about why it is a good idea to invest in your competences during times of crisis: bit.ly/313Cid9 #COVID19



Share on Twitter

Social Content to Boost Awareness

- Boost posts occasionally (monthly/quarterly)
- Budget \$\$ to show this post as an ad outside your community
- Extends your reach beyond those who follow you
- Increase awareness of your school, brand, specific program



The image shows a screenshot of a sponsored tweet from Duke University (@DukeU). The tweet text reads: "An internship first introduced @DukeLaw student David Gardner to disability rights work. Armed with his experiences in Duke's Health Justice Clinic and Immigrant Rights Clinic, he returns to the DOJ Civil Rights Division to begin a career in advocacy." Below the text is a link "duke.is/jyv8hr" and a photograph of David Gardner, a young man in a grey Duke University jacket, talking to others. The tweet is marked as "Sponsored" with a globe icon.

Duke University @DukeU · 15h
An internship first introduced @DukeLaw student David Gardner to disability rights work

Armed with his experiences in Duke's Health Justice Clinic and Immigrant Rights Clinic, he returns to the DOJ Civil Rights Division to begin a career in advocacy

duke.is/jyv8hr

Sponsored • 🌐

Social Content to Boost Awareness

What can your school offer that nowhere else can?



 delfinschool • Follow
Guinness Storehouse

delfinschool Yesterday our #DelfinDublin students explored the famous #GuinnessStorehouse here in #Dublin. They saw how the Irish black gold is made, brewed and stored. 🍷🍷 #delfinlife

amanda_duarte27 Miss Delphin 🍷❤️
belacid @brunosmallville
anilkru Very soon 🍷🍷

🍷🍷🍷 

219 likes

NOVEMBER 9, 2018

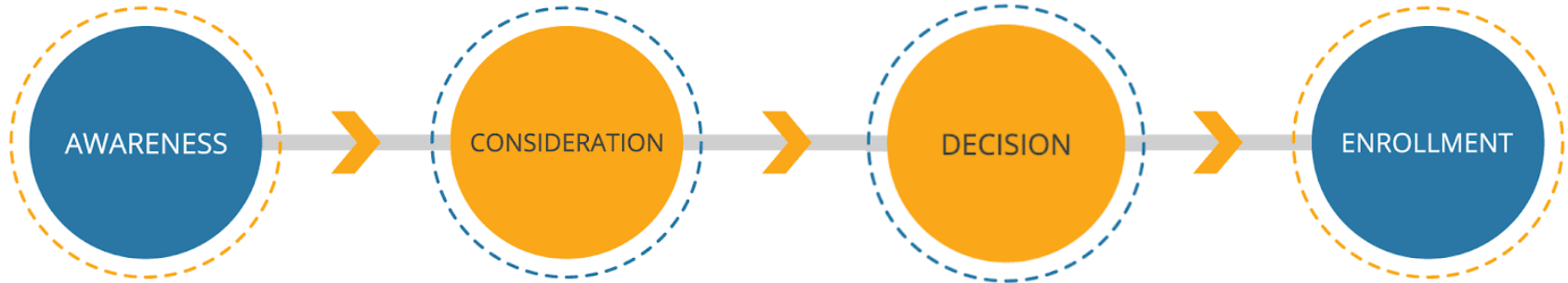
Add a comment... 

Contests can Boost Awareness



- Brand-building contests
- Campus photography/video
- Showing off college pride
- What you like most about your school i.e. "What's your favourite study spot on campus?"

Inbound Scenario #2 – Providing Answers, Solutions, and Engagement Opportunities



Poll #2

Rate your social media content
in how your Digital Marketing Strategy
drives what you write in your posts?

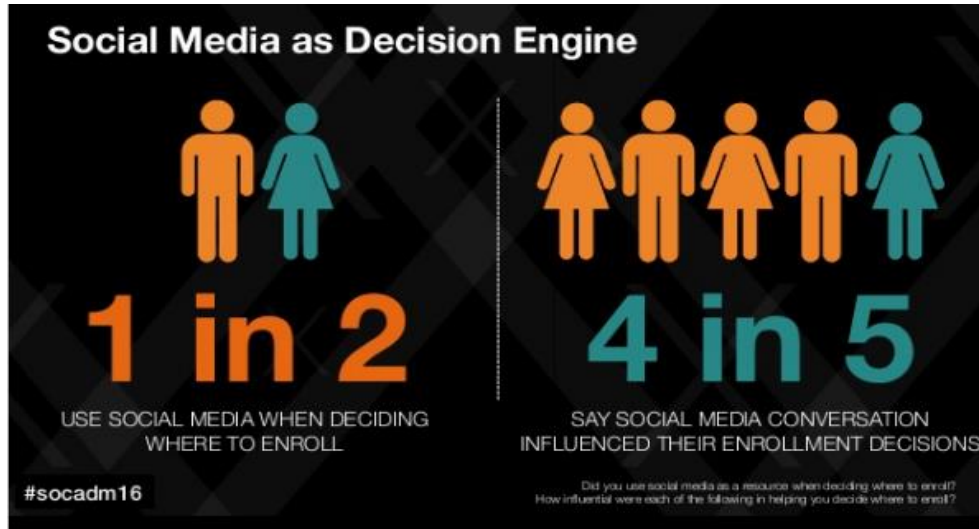
STRONG &
STRATEGIC

WE'RE POSTING
REGULARLY,
BUT NOT
STRATEGICALLY

NEEDS WORK

Social Media Drives Decision Making

Social media is a brand builder and decision-maker.



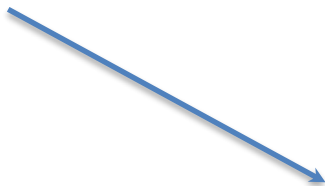
Motivations & Concerns Drive *Decision-making* Content

Prospective Undergraduate Student




MOTIVATIONS

- Looking to study at a top university, but needs a more affordable option than those on offer in the United States
- Looking for an alternative undergraduate experience that includes travel, cultural exploration, and the chance to meet likeminded students from across the globe



Technion International
Published by Higher Education Marketing [?] · November 7 at 10:35am · 🌐

At Technion International, we want our students to feel welcome and we host multiple activities throughout the year to help students get to know one another: int.technion.ac.il/technion-living/campus-activities
#StudyInIsrael #University



383 People Reached

12 Likes, Comments & Shares

9 Likes	7 On Post	2 On Shares
2 Comments	2 On Post	0 On Shares
1 Shares	0 On Post	1 On Shares

45 Post Clicks

22 Photo Views	5 Link Clicks	18 Other Clicks
--------------------------	-------------------------	---------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Start a Conversation in Person or Via Chat



EC Vancouver
22 October at 08:00

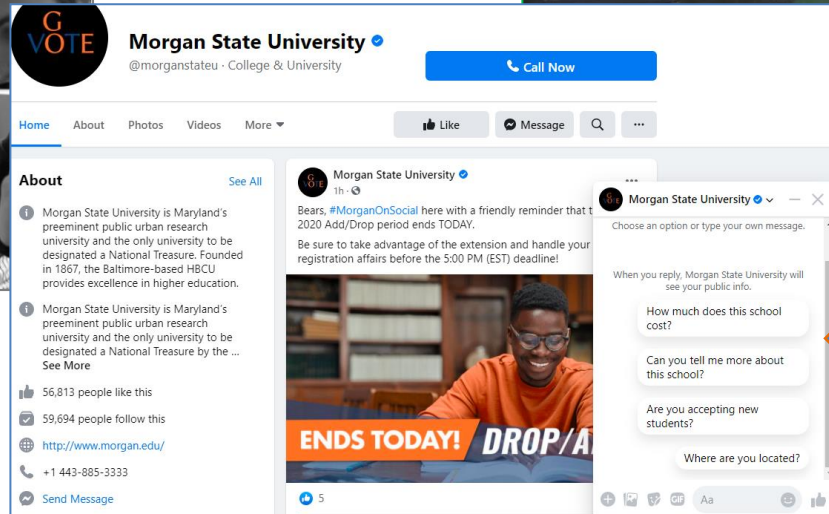
EC Vancouver is going live on Instagram!
Join us tomorrow at 14.00 (21.00 GMT) on the main EC English profile!
<https://hubs.ly/H0InJ8W0>

REC

EC VANCOUVER
IS GOING LIVE!
Join us at 21:00 GMT

EC

Image of students in a classroom.



G VOTE Morgan State University
@morganstateu · College & University

Call Now

Home About Photos Videos More

Like Message

About See All

Morgan State University is Maryland's preeminent public urban research university and the only university to be designated a National Treasure. Founded in 1867, the Baltimore-based HBCU provides excellence in higher education.

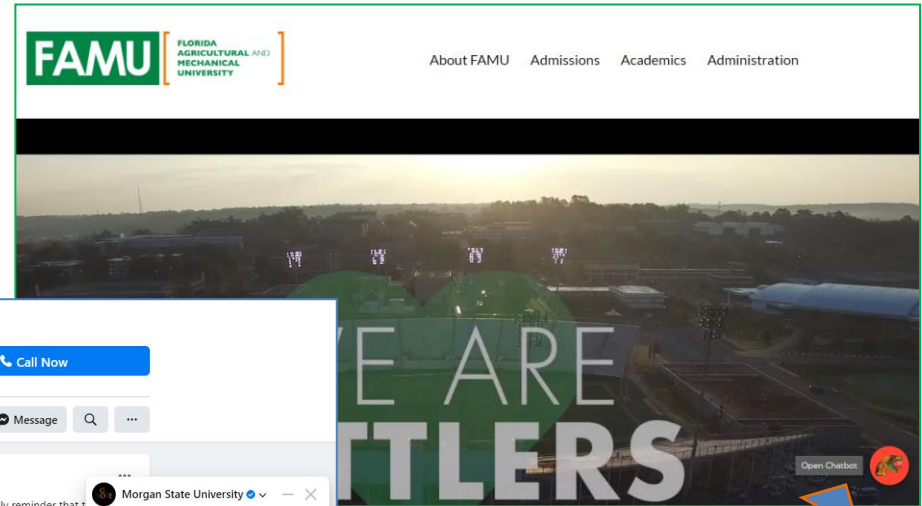
Morgan State University is Maryland's preeminent public urban research university and the only university to be designated a National Treasure by the ... See More

56,813 people like this
59,694 people follow this
<http://www.morgan.edu/>
+1 443-885-3333
Send Message

Morgan State University
Bears. #MorganOnSocial here with a friendly reminder that the 2020 Add/Drop period ends TODAY. Be sure to take advantage of the extension and handle your registration affairs before the 5:00 PM (EST) deadline!

ENDS TODAY! DROP/A

5

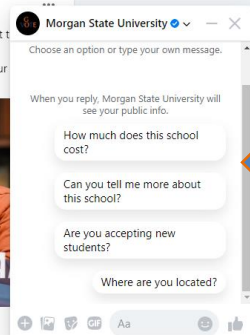


FAMU FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

About FAMU Admissions Academics Administration

WE ARE FIGHTERS

Open Chatbot



Morgan State University

Choose an option or type your own message.

When you reply, Morgan State University will see your public info.



How much does this school cost?

Can you tell me more about this school?

Are you accepting new students?

Where are you located?

Monitor Social Activity

Social Network [?]	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Goal Conversion Rate [?]	Goal Completions [?]
		8,313 % of Total: 7.70% (107,926)	71.50% Avg for View: 56.33% (26.94%)	5,944 % of Total: 9.78% (60,790)	74.86% Avg for View: 48.37% (54.76%)	1.99 Avg for View: 3.93 (-49.40%)	00:01:12 Avg for View: 00:03:12 (-62.62%)	1.34% Avg for View: 1.86% (-28.34%)
1. Facebook	8,057 (96.92%)	72.00%	5,801 (97.59%)	74.85%	1.99	00:01:12	1.37%	110 (99.10%)
2. LinkedIn	127 (1.53%)	53.54%	68 (1.14%)	70.87%	1.97	00:00:51	0.79%	1 (0.90%)
3. Google+ 	36 (0.43%)	44.44%	16 (0.27%)	97.22%	1.03	00:00:26	0.00%	0 (0.00%)
4. Twitter	28 (0.34%)	67.86%	19 (0.32%)	71.43%	1.61	00:00:59	0.00%	0 (0.00%)
5. Facebook Apps	15 (0.18%)	73.33%	11 (0.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
6. VKontakte 	14 (0.17%)	71.43%	10 (0.17%)	57.14%	3.93	00:01:08	0.00%	0 (0.00%)
7. Blogger	10 (0.12%)	10.00%	1 (0.02%)	80.00%	1.30	00:00:49	0.00%	0 (0.00%)
8. Pinterest	8 (0.10%)	100.00%	8 (0.13%)	87.50%	1.12	00:00:07	0.00%	0 (0.00%)
9. Weebly	8 (0.10%)	87.50%	7 (0.12%)	75.00%	2.75	00:00:37	0.00%	0 (0.00%)
10. WordPress	6 (0.07%)	0.00%	0 (0.00%)	33.33%	3.83	00:03:56	0.00%	0 (0.00%)

Continuously Invite Them to Virtual Tours

Brock University @BrockUniversity · Jun 12
#BrockU's goal continues to be giving students a safe and excellent academic experience, along with an engaging student experience.
Read the latest update to students for the Fall 2020 Term

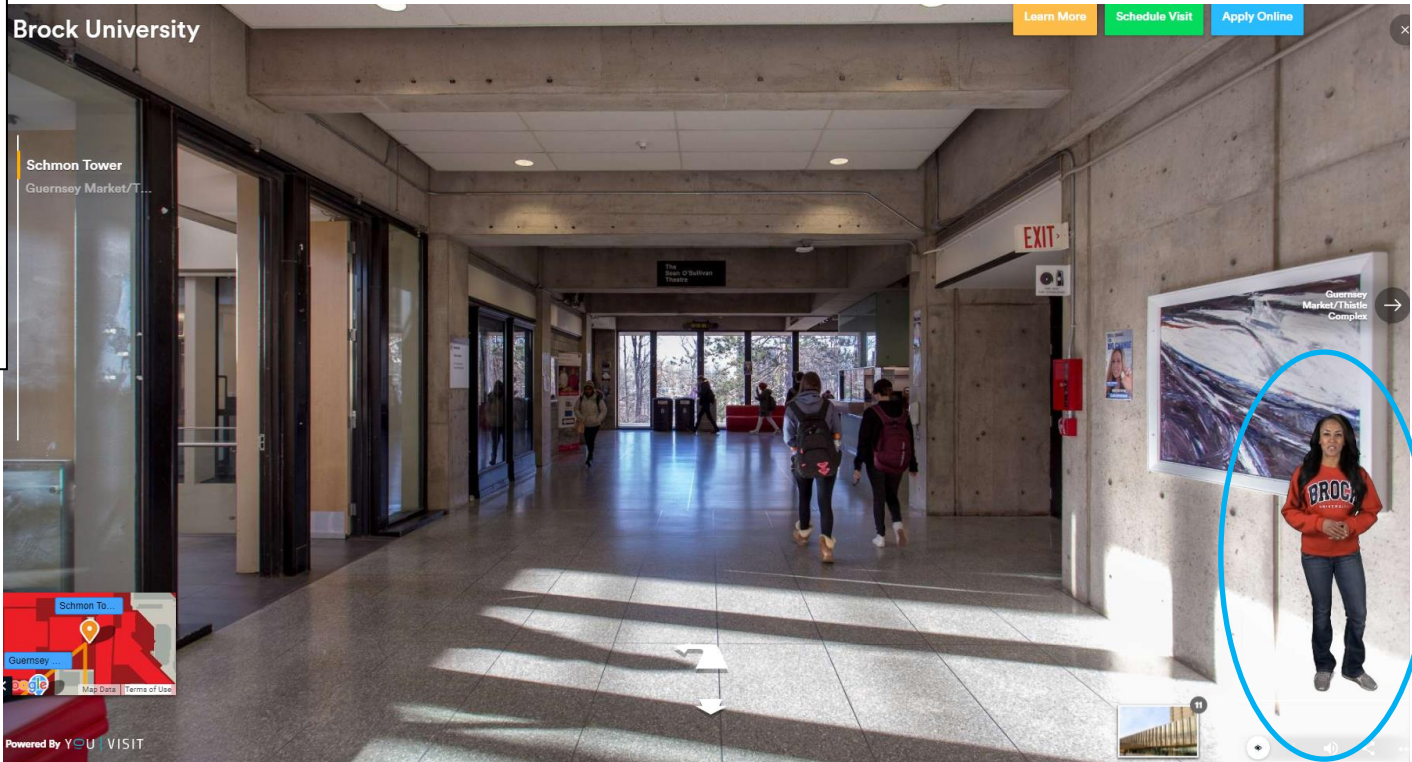
FALL 2020

BROCK IS READY

An update to students for the Fall 2020 Term
As the Class of 2024 is preparing to start its first year at Brock University this fall, the Class of 2020 is getting set to celebrate Convocation. It's a ...
@brocku.ca

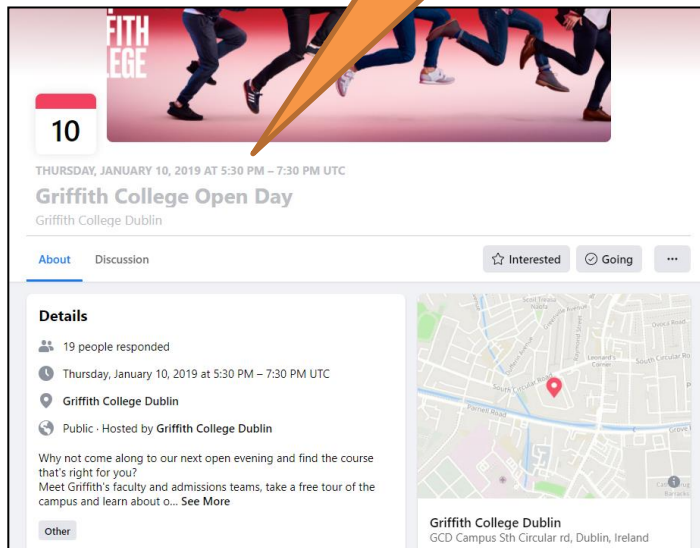
3 11

Brock University



Invite to Live Info Sessions to Answer Their Questions

Create Facebook Events



The screenshot shows a Facebook event page for "Griffith College Open Day" on Thursday, January 10, 2019, at 5:30 PM - 7:30 PM UTC. The event is hosted by Griffith College Dublin. The page includes a calendar icon with the number 10, a "Details" section with 19 people responded, and a map of Griffith College Dublin. A speech bubble from the top points to the event title.

Griffith College Open Day
Griffith College Dublin

Details

- 19 people responded
- Thursday, January 10, 2019 at 5:30 PM - 7:30 PM UTC
- Griffith College Dublin
- Public · Hosted by Griffith College Dublin

Why not come along to our next open evening and find the course that's right for you? Meet Griffith's faculty and admissions teams, take a free tour of the campus and learn about o... See More

Griffith College Dublin
GCD Campus 5th Circular rd, Dublin, Ireland



Register for our online Open Evening

Please note, the Griffith College Open Evening on the 6th of May 2020, will be held online. [Learn more.](#)

Upcoming Open Evenings*

Select the open evening you wish to attend.

19th August 2020

2nd September
2020

23rd September
2020

30th September
2020

First Name*

Name

Last Name*

Last Name

Email*

email2@gmail.com

Phone Number*

123-456-7890

Email Marketing

Email Drip Campaign: Send a scheduled series of carefully customized messages over time through an automated CRM



Each message is crafted with your personas' **unique needs & goals** in mind



Start simple with an **auto-response**



Build your relationship over time



Include **Calls To Action** in every email

Email: Personalize your Correspondence



Online Version

Hi Conor,

We offer a range of partial scholarships for candidates for those applying to our award-winning, **one-year MBA**. A range of partial scholarships are available for candidates who demonstrate outstanding ability and contribute to the international diversity of the school.

If you'd like to be considered for one of our few remaining scholarship awards, [start your application](#) before the **June 4 scholarship deadline**.

We look for candidates with an international outlook and a desire to challenge the status quo. Final scholarship awards include: **Senior Leaders, Global Professionals, Women in Business and Entrepreneurial Impact**.

[Start your application](#)



"The one-year MBA at Hult is all about challenges. It was no question for me to also go for the challenge of switching campus during the study program. You get to know so many great characters and professors, and get immersed in the business practices of each city."





Michael Neidhardt,
MBA London
Class of 2017

Personalize Greeting & Content

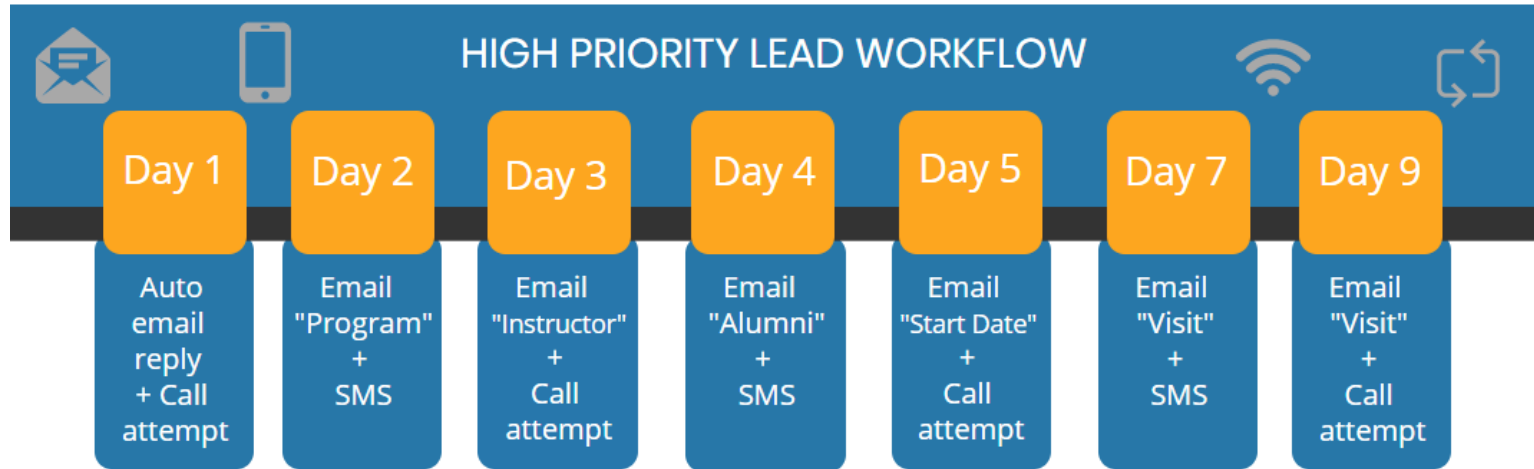
Design is branded
Sign-off is personalized & professional

Call To Action

Best wishes,
Diana Garcia

 **Director of Enrollment - MBA**
  

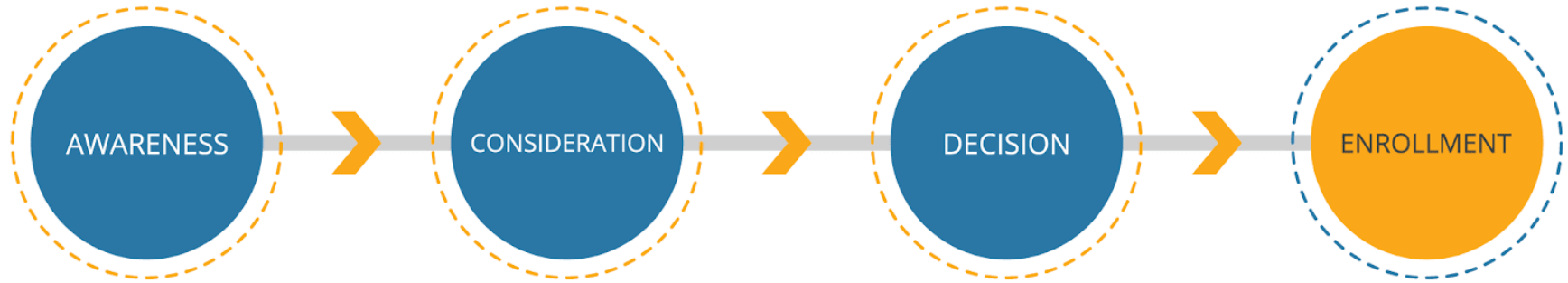
Email Workflows Drive Consideration & Decisions



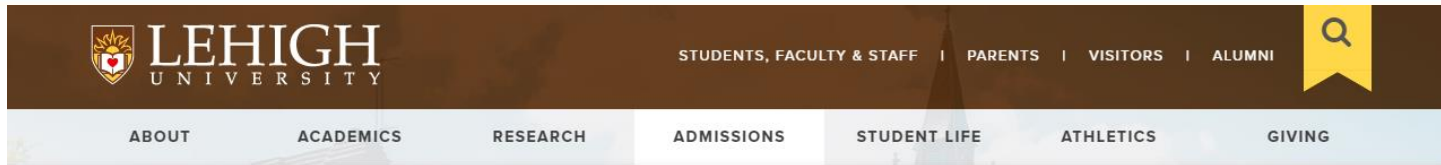
Measure your Emails & Enewsletters

Source / Medium ?	Campaign ?	Acquisition			Behavior			Conversions All Goals ▾	
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
		747 % of Total: 1.28% (58,341)	58.63% Avg for View: 69.62% (-15.78%)	438 % of Total: 1.08% (40,618)	47.79% Avg for View: 73.21% (-34.72%)	2.92 Avg for View: 2.09 (39.64%)	00:02:26 Avg for View: 00:01:38 (49.97%)	8.84% Avg for View: 4.81% (83.77%)	66 % of Total: 2.35% (2,805)
1. hs_email / email	Free Tuition? Yes, really!	279 (37.35%)	60.93%	170 (38.81%)	47.31%	2.84	00:02:09	9.32%	26 (39.39%)
2. hs_email / email	English Newsletter - February 2017	183 (24.50%)	59.56%	109 (24.89%)	44.81%	3.45	00:02:35	6.56%	12 (18.18%)
3. hs_email / email	Newsletter - February 2017	134 (17.94%)	61.94%	83 (18.95%)	43.28%	2.72	00:03:00	15.67%	21 (31.82%)
4. hs_email / email	The Student Assistance Program Can Help you Pay for Tuition	47 (6.29%)	51.06%	24 (5.48%)	74.47%	2.19	00:02:15	10.64%	5 (7.58%)
5. hs_email / email	Newsletter - February 2017	46 (6.16%)	56.52%	26 (5.94%)	45.65%	3.37	00:03:04	4.35%	2 (3.03%)

Inbound Scenario #3 – Inbound Drives Enrollment



Calls To Action for Each Stage



Admissions

Undergraduate Admissions

Apply to Lehigh

Visits & Tours

Tuition, Aid & Affording College

Lehigh Launch

Admission Statistics

Majors & Programs

Job Placement Success & Postgraduate Education

Contact Us & Admissions Counselors

INFORMATION FOR:

Transfer Students

International Students

School Counselors

Graduate Admissions



A continued commitment to preparing students to tackle the challenges of tomorrow.

THIS IS LEHIGH

How Many Calls To Action Do You See?

The screenshot shows the top portion of the Langara College website. The header is orange with the college's name in Inuktitut and English, a search bar, and a 'Log in' button. A navigation menu on the left lists various services. A large background image shows a student using a laptop. A dark banner at the bottom of the header features a 'Campus updates' link with a triangle icon and a 'Learn more' link.

snōwēyōt̄ leləm̄. Langara. THE COLLEGE OF HIGHER LEARNING. THE COLLEGE OF HIGHER LEARNING.

Search

Programs & Courses

Admissions

Registration & Records

Student Services

Campus & Facilities

News & Events

About Langara

Continuing Studies International Students

Employment Opportunities Bookstore

Library Giving & Alumni

Apply to Langara »

Register for Courses »

BEYOND 49

Learn more →

▲ Campus updates

09:00AM Sep 8, 2020 - COVID-19 - The latest information and FAQs Read more →



Welcome back:
Fall 2020

Welcome to Fall Semester.
Read the welcome message from our President and CEO, Dr. Lane Trotter.

[LEARN MORE →](#)



Stay relevant.
Register now for Fall 2020 Continuing Studies programs and courses.

[LEARN MORE →](#)



Drop-In Info Sessions
Recruiters answer your questions daily via Zoom.

[LEARN MORE →](#)



Semester Kickoff Live
Make coming back to school more fun with Semester Kickoff Live presented by RBC Royal Bank.

[LEARN MORE →](#)



Student Links
New to Langara? Visit Student Links for pro-tips, to do's, and student service information.

[LEARN MORE →](#)



Virtual Learning Support
Virtual support for student academic and online learning questions. Check drop-in

[LEARN MORE →](#)

How Many Calls To Action Do You See?

The screenshot shows the top portion of the Langara College website. The header is orange with the college's name in Inuktitut and English. A search bar and a 'Log in' button are on the right. A navigation menu on the left lists various services. A central banner image shows a student working on a laptop. A 'Campus updates' notification bar is at the bottom of the banner area.

snəweyət leləm. Langara
THE COLLEGE OF HIGHER LEARNING THE COLLEGE OF HIGHER LEARNING

Search

Continuing Studies International Students
Employment Opportunities Bookstore
Library Giving & Alumni

Programs & Courses
Admissions
Registration & Records
Student Services
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Apply to Langara »
Register for Courses »

BEYOND 49
Learn more →

Campus updates
09:00AM Sep 8, 2020 - COVID-19 - The latest information and FAQs Read more →

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LEARN MORE →

Stay relevant.
Register now for Fall 2020 Continuing Studies programs and courses.

LEARN MORE →

Drop-In Info Sessions
Recruiters answer your questions daily via Zoom.

LEARN MORE →

Semester Kickoff Live
Make coming back to school more fun with Semester Kickoff Live presented by RBC Royal Bank.

10 SEPTEMBER

LEARN MORE →

Student Links
New to Langara? Visit Student Links for pro-tips, to do's, and student service information.

LEARN MORE →

Virtual Learning Support
Virtual support for student academic and online learning questions. Check drop-in

LE

Convert “Apply” Into a Virtual Admissions Assistant

UNIVERSITY OF THE COMMONWEALTH CARIBBEAN (UCC)
Fostering Leadership & Innovation

UCC
GLOBAL CAMPUS


Search this website...

[ABOUT US](#) [PROGRAMMES](#) [STUDENTS](#) [LIBRARY](#) [TUITION & FEES](#) [CONTACT US](#) [STUDENT REFERRAL](#)


UNDERGRADUATE PROGRAMMES

APPLY ONLINE

In-Person (online) Campus & Course Review



UNIVERSITY OF THE
COMMONWEALTH
CARIBBEAN (UCC)
Fostering Leadership & Innovation



UCC
GLOBAL CAMPUS & ONLINE UNIVERSITY

UNDERGRADUATE PROGRAMMES

- 1
Campus
- 2
Programs
- 3
Apply

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We have answers to all of your questions!

Request a call

! Higher Education Marketing

NEXT

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In-Person (online) Campus & Course Review



UNIVERSITY OF THE
COMMONWEALTH
CARIBBEAN (UCC)
Fostering Leadership & Innovation



UCC
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In-Person (online) Campus & Course Review



Start Dates

Sep 2020 - Jul 2024 (AM)

Marketing

Today's businesses require creative marketing professionals who understand the dynamics of a competitive economy. They are focused on consumer needs, possess the ability to translate those needs into products and services and then selling them for a profit. Those who excel in the field of marketing possess special skills: intuition, logic, creativity, well developed analytical skills and leadership abilities. No doubt, a good marketer is a necessary adjunct to the profitability and hence, the success of any business.

The University of the Commonwealth Caribbean (UCC), strives to keep its programme content engaging and relevant to business needs. This programme structure reflects our commitment to provide students with the best curriculum to meet their aspirations for success in business.

You have the choice of selecting courses or modules, so that your course of study is completed through classes ideally in the daytime but with flexibility for classes in the evening or on Sundays.

COURSE OBJECTIVES

The Bachelor of Science Degree in Marketing from the University of the Commonwealth Caribbean (UCC), is so structured to give aspiring marketing specialists an opportunity to develop the knowledge, analytical skills and techniques used by successful marketing professionals.

The curriculum has been designed to include the most current trends, techniques and practices of contemporary marketing. Some of the specialised modules include: Brand & Product Management, Social Media Marketing, Destination & Attractions Marketing, Retail Management, Sales Management, Consumer Behaviour, Public Relations, Advertising and Strategic Marketing.

Select

Need Help?

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Marketing

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Production and Operations Management

More Details

Applied Psychology

Media & Communications


More Details

Tourism & Hospitality Management


More Details

Criminology & Criminal Justice

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YOUR PROGRAM SUMMARY

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 **Kingston Campus**

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Do you use Calls To Action on your website for each stage of your enrollment journey as part of your Inbound Strategy?

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NO

Ask Questions, Measure ROI, Learn & Apply to Next Campaigns



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UNIVERSITY

Dear Scott:

We see that while you inquired about one of our programs or even submitted your application at Wake Forest University, you have not completed your enrollment at this time. Our Student Success Managers are available to discuss your options if you are still interested in enrolling.

In the meantime, we would be grateful if you completed this **2-minute survey** about why you chose to discontinue the enrollment process. Your responses will help us better serve you and other students in the future.

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Thank you for your time.

Sincerely,

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Conclusion – Essentials of Inbound Marketing

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- **Measure** your results to continuously improve

Free Inbound Marketing Consultation



Scott Cross

North America Representative

514-312-3968 x 117

scross@higher-education-marketing.com

www.higher-education-marketing.com

Free Inbound Marketing Consultation



Chris Dargiewicz

Europe Client Representative

chris@higher-education-marketing.com

Tel: +48 600 554 333



Alex Lamont

UK Client Representative

alamont@higher-education-marketing.com

Tel: +44 784 558 0402



Archie Pollock

UK Regional Manager

archie@higher-education-marketing.com

Tel: +44 795 797 4939