

110630 Marketing Workshop

Notes following the Marketing Workshop aimed at Higher Education Colleges.

1. Who is your customer?

International students from non EU and non-USA/Canada.
Preferably from China.

2. What do they need?

Excellent equestrian education including science.

Accommodation.

Support from an international office for help with banking etc.

Cultural add-ons to make their 'year' an experience as well as an education.

3. What are you going to market?

EquiCulture

4. What price point will you set?

As per set by education for the course, accommodation, support staff plus an additional fee for cultural activities.

5. When will it happen – time of day/ week/month/year?

Intake to start September 2012

6. Where will it happen?

Selected HE colleges.

7. How will you promote it – what will grab attention – your three word wonder?

EquiCulture – European studies in equine science and heritage,

Horses and History.

Excellence in equine science and culture.

8. What will appeal to your customer – how best will you reach them (tel/email/poster)?

Links with schools in China – Erasmus –style ‘year abroad’. Internet campaigns/articles. Recruitment drives at career fairs in China. (ps Brockenhurst College (A levels/ND but without Equine Studies) in Hampshire has a chap who regularly travels to China to recruit for their college – could you do similar or could you offer places for those students)

9. What is your consistent message?

Excellent facilities, science-based courses, quality accommodation and food, pastoral care.

Supportive of independent learning and exploration in a secure environment.

Cultural add-ons to bring the history and heritage of horses in Britain (and Europe) to the student.

An experience and an opportunity to excel.

10. What is your USP?

This could be links to say Newmarket, studs or airports! You could even offer 'mini' links with say a 2 week summer course to introduce students to the idea – or have the 'experience' as just a term (depending on your funding requirements)

11. How will you HOOK the reader?

...!!!

12. People – do you have staff trained or clients awaiting your product?

Check...

13. Are you already prepared to take this on or do you need to put things in place?

Check...

14. How will you monitor the product?

Admission intake, feedback etc.

Please inform Gill as to how you are developing this marketing project and perhaps showcase it at a future networking meeting.

Feel free to contact annabruce101@googlemail.com or tel 07970 285781.ENDS