**Strategic Plan 2014-2018**

**5. Marketing and Business Development**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **GOAL** | **OBJECTIVES** | **TARGET DATE** | **PERSON RESPONSIBLE** | **RESOURCES REQUIRED** | **INDICATORS OF SUCCESS** |
| **5.1 To sustain and enhance the recruitment and retention of a high-quality, diverse student body at undergraduate and post-graduate levels.** | **5.1.1 To expand the range of undergraduate and post- graduate programs; undergraduate - new English Language pathways & IT, postgraduate - DBA, MScs in Quality & Project Management** | **Continuous** |  |  |  |
| **5.2 To expand the range of professional qualifications and customised training and professional development courses on offer.** | **5.2.1 To strengthen links with the corporate sector;** |  |  |  |  |
| **5.2.2 To explore opportunities for consultancies with corporate entities;** |  |  |  |  |
| **5.2.3 To introduce online short courses** |  |  |  |  |
| **5.2.4 To consider introducing professional courses such as: CIM, and HR equivalent;**  |  |  |  |  |
| **5.3 To develop a new brand** | **5.3.1 To establish a new positioning strategy;** |  |  |  |  |
| **5.3.2 To create and introduce a new 'tag line';** |  |  |  |  |
| **5.3.3 To review the present logo;** |  |  |  |  |
| **5.3.4 To develop a Marketing Communications Strategy;** |
| **5.3.5 To produce an Internal Marketing Policy;** |
| **5.4 To seek University status** | **5.4.1 To review University status criteria** |  |  |  |  |
| **5.5 To investigate opportunities to expand affiliations with new HE partners**  | **5.5.1 If new potential programmes are not delivered by UoB or UoG then identify HEIs that do** |  |  |  |  |
| **SWOT ANALYSIS MAY 2012****Points raised; To introduce on-line short courses and professional business courses ie CIM + HR equivalent, to the programmes offered, DBA, MScs in Quality and Project Management programmes accredited, new affiliations, university status, further development of MTC,**  |