The current landscape for FE marketing

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The national landscape

- Localism
- Working with business
- Apprenticeships
- Expanding HE provision
- Developing the overseas market
- Vocationalism

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The national landscape (2)

- Raising of the participation age
- Direct recruitment of 14 year olds
- Academies, free schools, sixth forms……
- Mergers, collaborations, partnerships

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Tensions for marketers

- Collaboration vs competition
- Vocationalism vs academic
- Levels of provision
- Access
- Identity

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The internal landscape

- Needs and expectations of stakeholders
- Budget pressures
- Staffing pressures
- Training
- Range of target markets
- Social media

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Opportunities

- To be a research resource
- To research reputation & perceptions
- To optimise use of social media marketing
- To position the college through branding and PR

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Opportunities (2)

- To target marketing activities – and analyse & research effectiveness
- To analyse and justify use of resources – demonstrate value of marketing department

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Reputation

- College marketing is more visible
- Colleges working in more arenas
- Social media is everywhere
- And it's informing "word of mouth"
- Student/stakeholder engagement vital
- Control is impossible
- It's a challenge....

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