**Marketing and Recruitment** new programme viability checklist

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| Programme title |  |
| UG/PGT |  |
| FT/PT/DL/CPD |  |
| Related subject areas | * *Including whether it is a new pathway/single honours/major-minor route and whether it’s replacing an existing programme*
 |
| First year of intake | * *e.g. October 2016*
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| **Intake targets** |
| Home/EU – Year 1 |  |
| Home/EU – steady state |  |
| Overseas – Year 1 |  |
| Overseas – Steady State |  |

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| **Pricing and positioning** |
| Preferred entry requirements |  |
| Fees and Scholarships | * *Including price sensitivity of target audiences*
 |
| Positioning commentary  | * *Including attractiveness of proposed course title*
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| **Targeting** |
| Top countries/markets |  |
| Top competitors |  |

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| **Programme details** |
| Points of difference/USPs | * *e.g. placement opportunities, partnerships, facilities, accreditation*
 |
| Job prospects  |  |
| Evidence of demand from employers/industry |  |

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| **Viability overview** |
| Key findings from Market Research |  |
| Commentary from Recruitment Office |  |
| Faculty Marketing conclusion | * *Areas of concern*
* *Review periods*
* *What (if any) incremental and additional marketing spend and resourcing is required from department (for launch and ongoing)?*
* *Is viability dependent on:*
	+ *Additional marketing launch budget*
	+ *Launching programme at start of recruitment cycle*
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| Faculty Marketing signature and date |  |