**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 |  |