

1.0 Introduction

A report has been requested which gathers information into the effectiveness of the marketing of the BTEC Level 3 in Business within the Southern Regional College. Information from a range of materials and sources will be analysed and evaluated.

This report will look at how the course has been marketed, the application/enrolment figures for the course, how effective the marketing of the course is, the way in which SRC measure the effectiveness of marketing and what corporate communications from SRC have been used to promote the course. The aim and objective of this report is to look at the current marketing of the course and the different ways in which SRC ensure the marketing of the course is effective.

2.0 Terms of Reference

The intended audience for this report is the marketing department who will be presented with this report at an upcoming meeting. This report is an appropriate method to use as it includes text, graphs, images and tables which will give the marketing department a clear analysis of the effectiveness of the marketing for the BTEC Level 3 in Business.

3.0 Procedures

In order to gather the information, 20 candidates were asked and completed a questionnaire (Appendix 1). All of these candidates were students currently on the BTEC Level 3 in Business (SRC). Secondary research has been conducted as to how the course has been marketed which included the effectiveness of this marketing. A talk was also presented from the head of marketing which outlined the main ways in which the college promotes its courses (Appendix 2). This report is examining the marketing of the BTEC Level 3 in Business as well as the effectiveness of this marketing. Corporate communications used by SRC to promote the course will also be looked at carefully. The main findings have been summarised in a PowerPoint as well as this evaluative report.

The marketing department could also survey the people within a particular course and get their views on how they feel the course was marketed. This is exactly what was done in order to gather information for this report. The survey will show accurately the opinions of those on the course. Anything they would change about the marketing of the course is an interest to the marketing department – after all they are the target audience. This will help the SRC measure the effectiveness of the marketing used.

An external company that works alongside SRC to help measure the effectiveness of the marketing is NIMMS. This is a media monitoring service based in Belfast. NIMMS look at how successful the different media strategies and campaigns used by SRC are and ways to improve the general PR of the college. This also helps with measuring the effectiveness of marketing as it highlights the strengths and weaknesses of SRCs marketing techniques.

4.5 Corporate communications used by SRC to promote the course

The marketing department must keep the branding of courses the same throughout. People should quickly recognise the college logo and colours. The course should be marketed in the same way across all the different methods of marketing. The Level 3 business course is one that the marketing department will study carefully. They will look at what made the course applicants so high and if it was to do with the marketing technique used, they may use these techniques with other courses as they proved to be so effective. The effectiveness of the marketing in SRC is carefully monitored by the marketing department. If there are a shortage of applicants for a particular course, they will look at the marketing of that course and see how it can be improved. The Level 3 business course was marketed and promoted extremely well in the eyes of both the marketing department and the students enrolled on the course. Corporate image is an important part of the college and is evidently used effectively.

