

WOW! case studies!

Stanmore College



Project

We were recently commissioned to conduct a Strategic Marketing Review for the College. This involved working closely with the Marketing Manager:

- I. Analysing certain data in order to establish what it meant for the College and what the College can do about it.
- II. Looking at and advising on staffing within the marketing department.
- III. Assessment of how the non-pay marketing budget was spent and assessment as to whether this was in alignment with the College's strategic objectives.
- IV. Exploring the issue of wider staff communication e.g. how are other staff currently contributing to marketing, what are the issues, how might these be addressed etc.?

On completion of the 5 day review, we presented the Principal with a detailed report, along with 7 other appendices including a draft operational plan and a suggested Service Level Agreement for the marketing department.

Results

The Principal was very pleased with the volume and quality of work achieved in the 5 days and expressed that she expects to press ahead with the majority of the recommendations contained in the report.

We are also now in discussion with the Marketing Manager regarding creating an innovative smart phone 'app' to promote the College to school leavers.

