

An Investigation into how GIS can influence Marketing Procedures and/or Policy

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Conclusion

By the end of the project, it is proposed that there will be a GIS application linked to a website that will confirm that the use of GIS using recruitment data can be utilised to inform changes to or enhance marketing procedures and/or policy in relation to the recruitment of students for a University.

Introduction

In the ever growing and competitive market for recruiting students to study at both undergraduate and postgraduate level, the way in which University's Marketing Department implements its Marketing strategies and procedures is of upmost importance.

Data is at our fingers tips for anything and everything these days, this includes applicant information, such as previous institutions studied at, home address, qualifications undertaken etc. It is suggested that this information should be used to inform Marketing Policy.

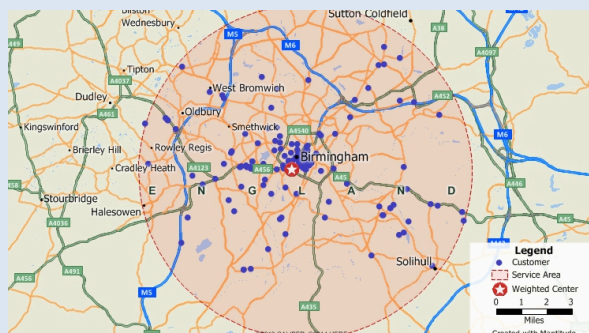


Figure 1: Customer mapping [1]

This project is a 'proof of concept' and in order to substantiate the claims made, applicant data will be obtained from the Marketing Department at University of Wales Trinity Saint David.

The University operates three main campuses based in Swansea, Carmarthen and Lampeter along with satellite campuses in Cardiff and London. The University is the result of a merger between Swansea Metropolitan University and Trinity Saint David University College [2].

Since the merger, the new institution has struggled to maintain pre-merger recruitment levels. However, this dip in student recruitment is being experienced by many institutions across the sector.

What is GIS?

GIS (Geographical information System) allows data to be displayed in a visual format that utilises maps specific to the data, allowing users to analyse and identify trends [3].

GIS is further able to map densities, quantities and the location of the data is from. This type of data manipulation can provide an incite for a marketing department that has not previously been considered [4].

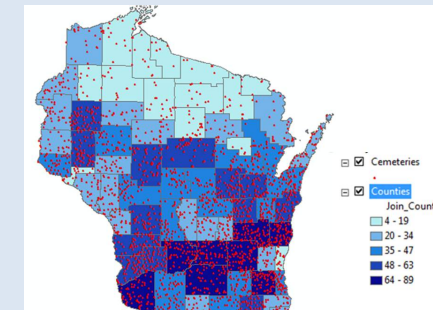


Figure 2: Customer mapping [4]

The applicant data interrogated will be for the Academic Year 2016-17 where the recruited applicants commenced their studies in September 2017. The University wide data will be used to create general maps using GIS software such as MapInfo. These initial maps will be used to shape the way the project proceeds. The data will be filtered to show only applicants applying for one Faculty, the Swansea based Faculty of Art & Design. This data will be interrogated in more depth and from this, it is proposed that an answer to the project question 'Can GIS be used to change/enhance Marketing procedures and/or policy' will be drawn.

References

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- [2] "Vice Chancellor's Welcome - University of Wales Trinity Saint David." [Online]. Available: <http://www.uwtsd.ac.uk/about/vc-welcome/>. [Accessed: 18-Oct-2017].
- [3] "What is GIS? | The Power of Mapping - Esri." [Online]. Available: <http://www.esri.com/what-is-gis>. [Accessed: 18-Oct-2017].
- [4] J. Martindale, "Research Guides: Mapping and Geographic Information Systems (GIS): What is GIS?" [Accessed: 18-Oct-2017].

