

Case study

The UWTSD Faculty of Business and Management is operating across several campuses, Swansea, Carmarthen and London, with distinctive student cohorts on each campus.

The Faculty is aiming to expand their non-traditional student base – this means a move away from focusing primarily on 18 year old undergraduate recruitment.

The brief: Develop a realistic strategy for expansion into one or more segments of potential non traditional students, for example people returning to education after having children, professionals, people who missed out on HE when they were younger, recent immigrants, pensioners etc. You can limit your project to one campus only.

Devise a **realistic** feasibility study for the development of strategies for one or more campuses to attract potential students from your chosen segment.

The following challenges must be addressed:

- Demand for courses/Market analysis
- Competitive positioning of the University, campus and course
- Suggested marketing strategies
 - Courses offered
 - Promotional strategies
 - Costs and fees
 - Unique selling points

The project must include either interviews or surveys with potential stakeholders. This could be potential students, employers, students or agents.