

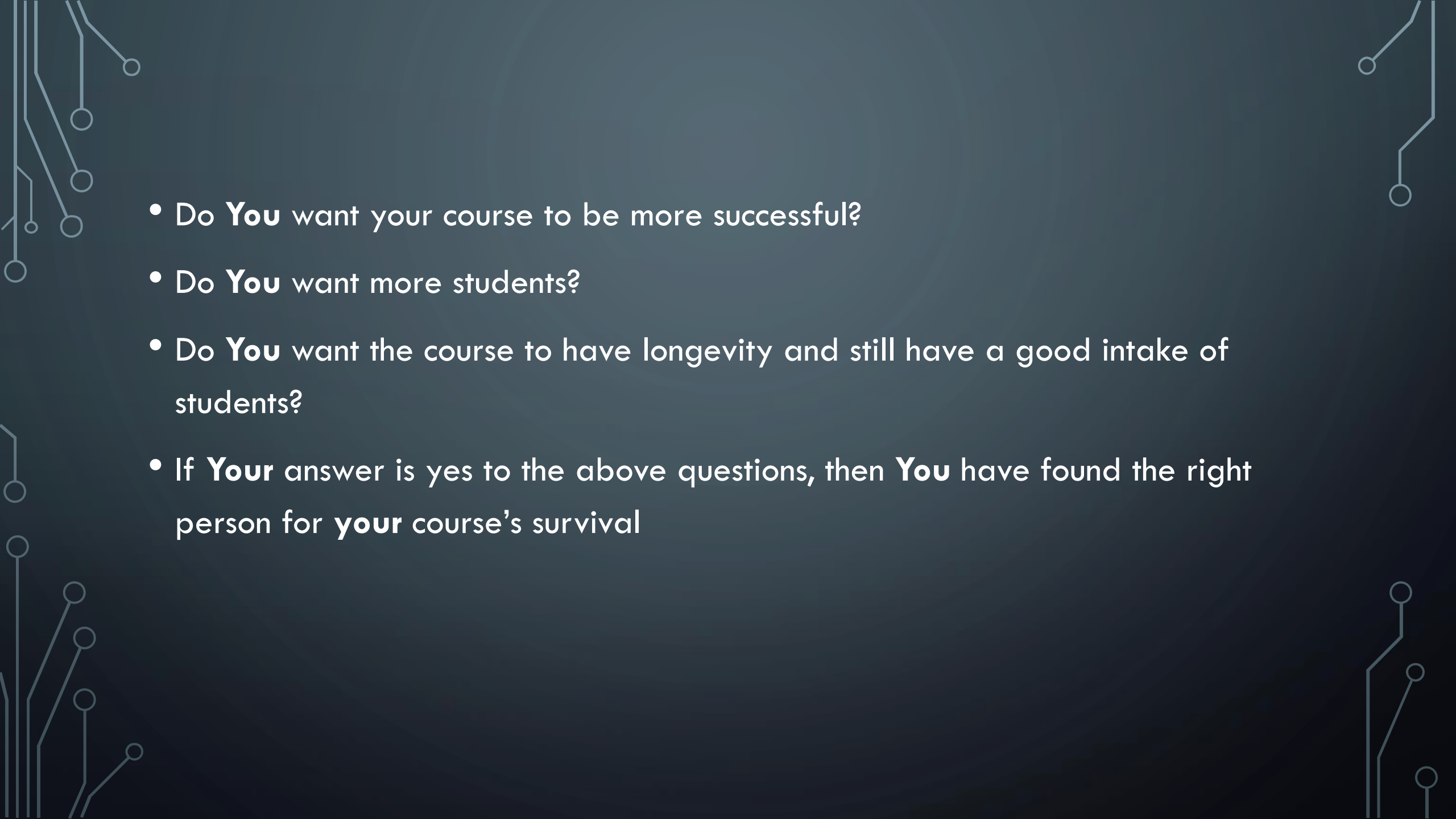


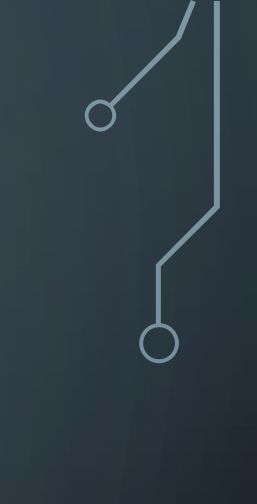
# UWTSD PITCH PRESENTATION

By

Olivia Stephanie Ault

Ault Consultancy

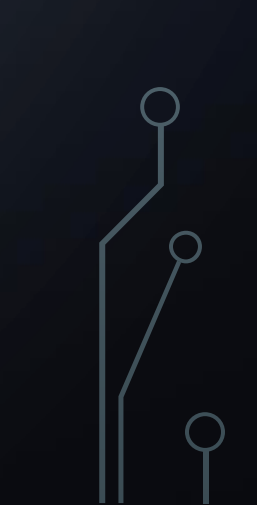
- 
- The background is a dark blue gradient. In the corners, there are decorative white line art elements resembling circuit boards or neural networks, with lines and small circles connecting them.
- Do **You** want your course to be more successful?
  - Do **You** want more students?
  - Do **You** want the course to have longevity and still have a good intake of students?
  - If **Your** answer is yes to the above questions, then **You** have found the right person for **your** course's survival



# SO WHY SHOULD YOU PICK ME?

The reason why **you** should pick me is that I have considerable expertise in the area of social media marketing and this would be of great advantage to your project.

I am also highly proficient in the areas of time management and financial management and thus will be best placed to help **your** course and help confront the problems **your** course is currently facing.



# THE PROBLEMS THE COURSE FACES

The main problem the course faces is that the marketing by the university is currently not very effective in finding new students who have not been recruited virally by word of mouth by past or existing students - as this can only go so far in making the course successful.

Another significant issue is the fact that many students trying to find a suitable course online (without knowledge of your course's existence) do not easily come across this course in web searches.

Upon reaching the university website, the course is somewhat obscurely placed – unless you know where to look. This could have the effect of disheartening potential students even before they have found your webpage.



# THE METHODOLOGY

The way this will be undertaken is by doing a mixture of an netnography and a survey.

This will help in finding the solution for the problem and thus will provide recommendations on implementation of the chosen solution.

For the survey, a risk assessment will be undertaken and handed in with the report to show how the problems with collecting primary data will be overcome.



# COSTING AND BUDGETING

The survey will not cost the company any money.

The main costs will be accrued through the time the students will need to devote to filling out the survey.

One area that must be taken into account is the amount of time needed to undertake the netnography and finish writing up the report for the company.

# OUTCOMES FOR THE PROJECT

The possible outcomes for this project will be a better understanding of the students from the Certificate of Higher Education Skills for the Workplace, as to how the said students found the course and how easy was it for the students to navigate the website.

The project will investigate the area of netnography and how to improve the path for prospective students to find the course.

# CONCLUSION

- So do **you** want what is being offered here and the solutions for the problems being raised in the pitch?
- If **you** do then **you** need the right consultant for the job and the right consultant is standing before **you** ready and willing to help **you** to make more out of the course and make it more viable.



# THANK YOU FOR WATCHING

- Do you have any questions?
- 
- 