

Swot Analysis

Strengths

- Ranked 3rd in Australia
- Accreditation from the Association to Advance Collegiate Schools of Business
- Teaching staff - Positive attitude
- Offer great internship and work opportunities
- Peer support and good communication which delivers better quality teaching to students

Opportunities

- Social media advertising
- Marketing department site optimisation
- Incorporate digital and graphic design courses
- Additional promotional activities via new platforms
- Increase in International students
- Social engine optimisation

Weaknesses

- Online presence was poor
- Lacked attractive insight
- Marketing Department site was overly complex
- Need for standardisation - Difficulty having different MKT teams

Threats

- Other rated marketing departments across Australia
- Local universities in foreign countries

1. To increase awareness of, and interest in taking MKT subject(s) at GBS
2. To produce e-materials for possible publication in existing and future e-channels
3. To propose e-marketing plan for the Department of Marketing, Griffith University

Target Market

High school students in their final year

40% of school leavers
choose a bachelors
degree

All high school students are
connected to the web - Social media
is the best platform to target them

249,9000 students travelled to Australia
to study from overseas (2014)

Griffith University attracts the 2nd highest
number of International students in QLD

High school leavers are the
largest group that can attract
many potential students

Brand & Value Proposition

- Proximity/Convenience
- Perception of academic exclusivity with 3rd place Ranking in the Australasian Marketing Journal
-
- International Student Perceptions/Benefits
- Geographical Location – Appealing/Close to attractions
- Evolved understanding of Marketing in the Western Environment

Engagem

Engagement and Content Strategies

Search Marketing

- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)

Display Advertising

- Display Banner
- A Retargeting Strat
- Monitor Via
 - Impressions
 - Click Through Rates (CTR)

Video + Social Media

Increase Brand Awareness Through:

- MKT YouTube Channel
 - Details Courses
 - Successful Post-Grads
 - Why choose MKT @ Griffith
 - Prestigious Ranking
- Association

- MKT Facebook Page

