Griffith University Harvard Case Solution & Analysis

Swot Analysis

Strengths

- SUPERIGUES

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 Peer support and good communication
 which delivers before quality treading to
 students

Opportunities

- Social modia advertising
 Marketing department site optimisation
 Incorporate digital and ghaphic design

- platforms

 Increase in International students

 Social engine optimisation

Other rated marketing departments across australia
 Local universities in foreign

 Marketing Department site was overly complex

Next for standardisation - Difficulty having different MKT teams

Threats

Details of the Tactics

TheCaseSolutions.com

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- Social media advertising
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Weaknesses

- Online presence was poor
 Lacked attracture insight.
 Marketing Department site was overly
- having different MKT teams

Threats

- Other rated marketing departments across australia
 Local universities in loceign countries

Brand & Value Proposition

Details of the Tactics



Target Market

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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 ghaphic design courses
- Additional promotional activities via new platforms
- Increase in International students
- Social engine optimisation

Weaknesses

- · Online precense was poor
- · Lacked attractuve 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

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- International Student Perceptions/Benefits
- Geographical Location Appealing/Close to attractions
- Evolved understanding of Marketing in the Western Environment

Engagement and Content Strategies

Search Marketing

- Search Enegine 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 Awarness Through:

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

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