New Program Launch – Marketing & PR Brief

Prepared by	
Date	

Contents

1. Goals

1.1 What are the enrolment goals for this program in year one, year two, and beyond?

1.2 Are there other goals for the program's launch? E.g. media coverage, awards, etc.

2. Situational analysis

2.1 Please complete the SWOT information below.

	Helpful	Harmful
Internal	Strengths	Weaknesses
External	Opportunities	Threats

3. Competition

Please list existing programs <u>at Mohawk</u> (postsecondary <u>OR</u> Continuing Education) that could attract similar prospective students.

How does the proposed program address what is not being met by related existing offerings?

Please list the top competitor program(s) at other colleges within Ontario. How does the proposed program compare in price, size, modality, and other factors?

What are the primary reasons a prospective student would choose Mohawk's new program over programs offered by competitor colleges?

What are the unique selling features of Mohawk's new program? What sets it apart? Examples include delivery, experiential learning, pathways, etc.

Are competitor institutions seeing high demand from prospective students? How has demand changed over time?

4. Target student

Tell us about the ideal student you want to enroll based on data and market research.

> **Please consider:**
>
> **Background** – age, level of education, family situation)
>
> **Motivations** – what prospects are looking for in a course, school, and community. These are the selling points students are looking for. These are the factors we should emphasize in our marketing efforts.
>
> **Concerns** – challenges and objectives, things which prevent a person from applying, things they *are not* looking for in a school

How does the prospective student plan to use this credential? E.g., to launch their career, change careers, or use as a pathway to another program?

5. Partners

Are there partners we should profile? Can we feature partners as part of the launch?

Are there partners or associations that we should/can market through? Are we members? Can we use their lists?

6. Industry trends and opportunities

Are there specific websites, organizations, publications that we should use to promote this program? E.g. an industry-specific website or newsletter.

Are there new or emerging technologies or themes that can be featured as part of the program launch?

Examples include:
- **Legislation** – e.g., accessibility laws
- **Demographic shifts** – e.g. aging population
- **Economic or industry trends** – e.g., artificial technology

Are there upcoming industry events the program launch can align with?

7. Keywords

Please list terms or words that potential students could use to search for this program. These may be used on the program webpage to help improve the page's ranking on search engines (search engine optimization/SEO).

8. Marketing budget and plan

Based on the content in this brief Marketing and the budget Marketing will develop and share a comprehensive marketing plan.