

2004-2011 Transformation of Marketing and Admissions at Nottingham Trent University

Garry Smith, Commercial Director, NTU



In 2004, the New Vice-Chancellor Wanted to Change Everything – Straight Away!

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- Half of his Strategic Platforms – change programmes – were core marketing issues:

- 1. A Course Portfolio that Meets our Mission**
- 2. The Application of Market Intelligence**
3. Freedom to Invest and Innovate
4. A Resource Structure to Drive the Business
- 5. Gold Standard Customer Service**
6. Strengthening Organic Growth by Collaboration, Partnerships and Acquisitions

2004: Everyone Loved Doing Marketing & Professional Marketers Didn't Have a Say

- Often:
- Academics and administrators did their own marketing.
- Courses were developed on the basis of academics' special interests - without market research.
- New courses cannibalised courses in other faculties.
- Academics designed and produced their own marketing materials and web pages.

2004: Everyone Loved Doing Marketing & Professional Marketers Didn't Have a Say

- Marketing expertise was in an under-resourced central service – their role was to *help when asked*.
- Marketing department was mainly limited to communications.
- Limited international student recruitment.
- No consistent university brand identity.







So Professional Tasks Needed to be Transferred to the Professionals

- **Academics**

- Teaching and Learning
- Research
- Scholarship
- Marketing
- Web
- Academic Administration

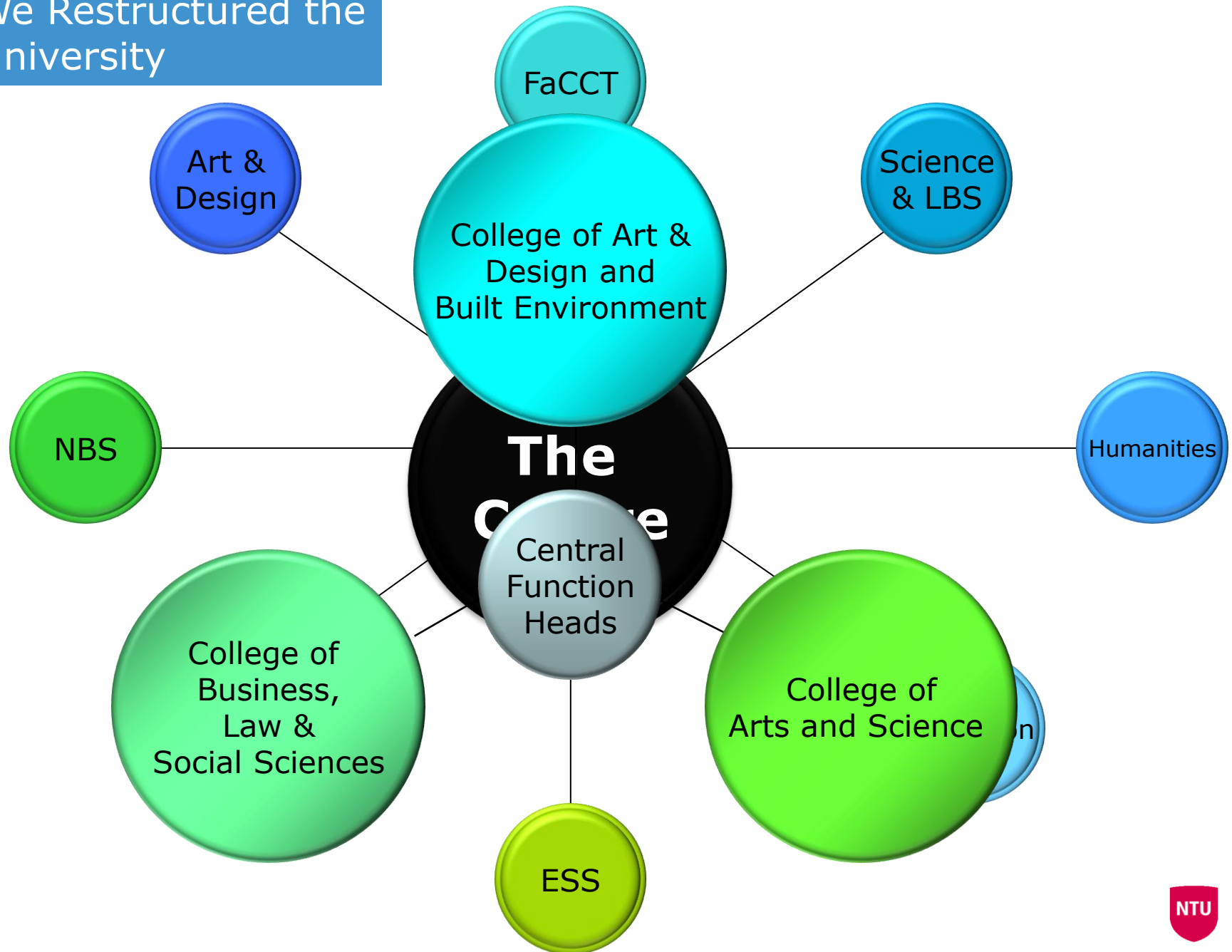
- **Professional Services**

- Marketing
- Web
- Academic Administration

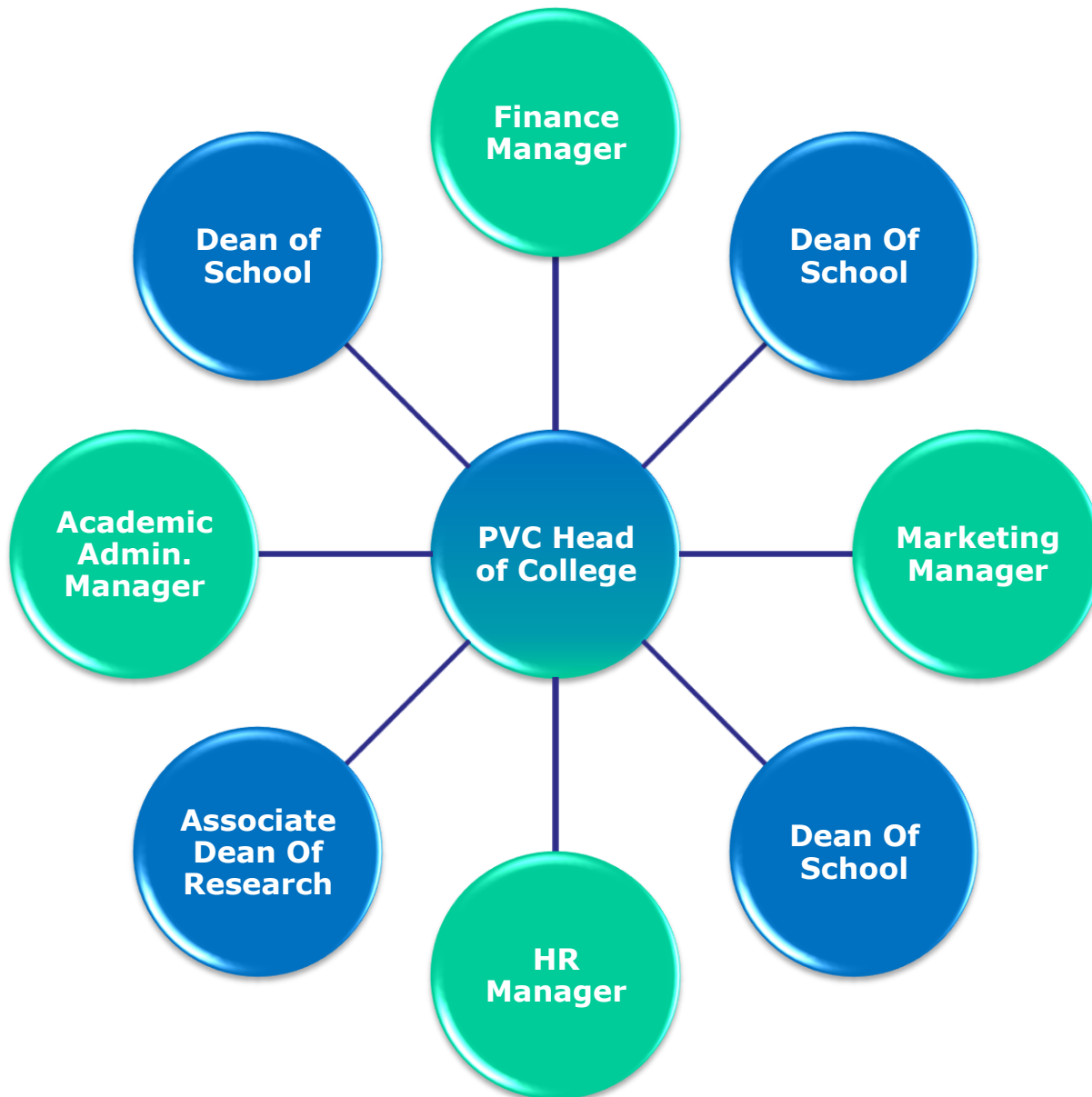
Marketing Needed to Be at Core of Course Development and the Student Experience



We Restructured the University



College Structure



Professional roles (green) have a dotted reporting line to central functional head

A Partnership of Equals

- Course development based on real teamwork – and dialogue – between marketers & academics
- E.g. drawing on market research findings, a new course portfolio was developed for Business and undergraduate applications increased by 33% for 2008 entry.

Second Revolution: We Centralised Admissions!

Admissions Processing

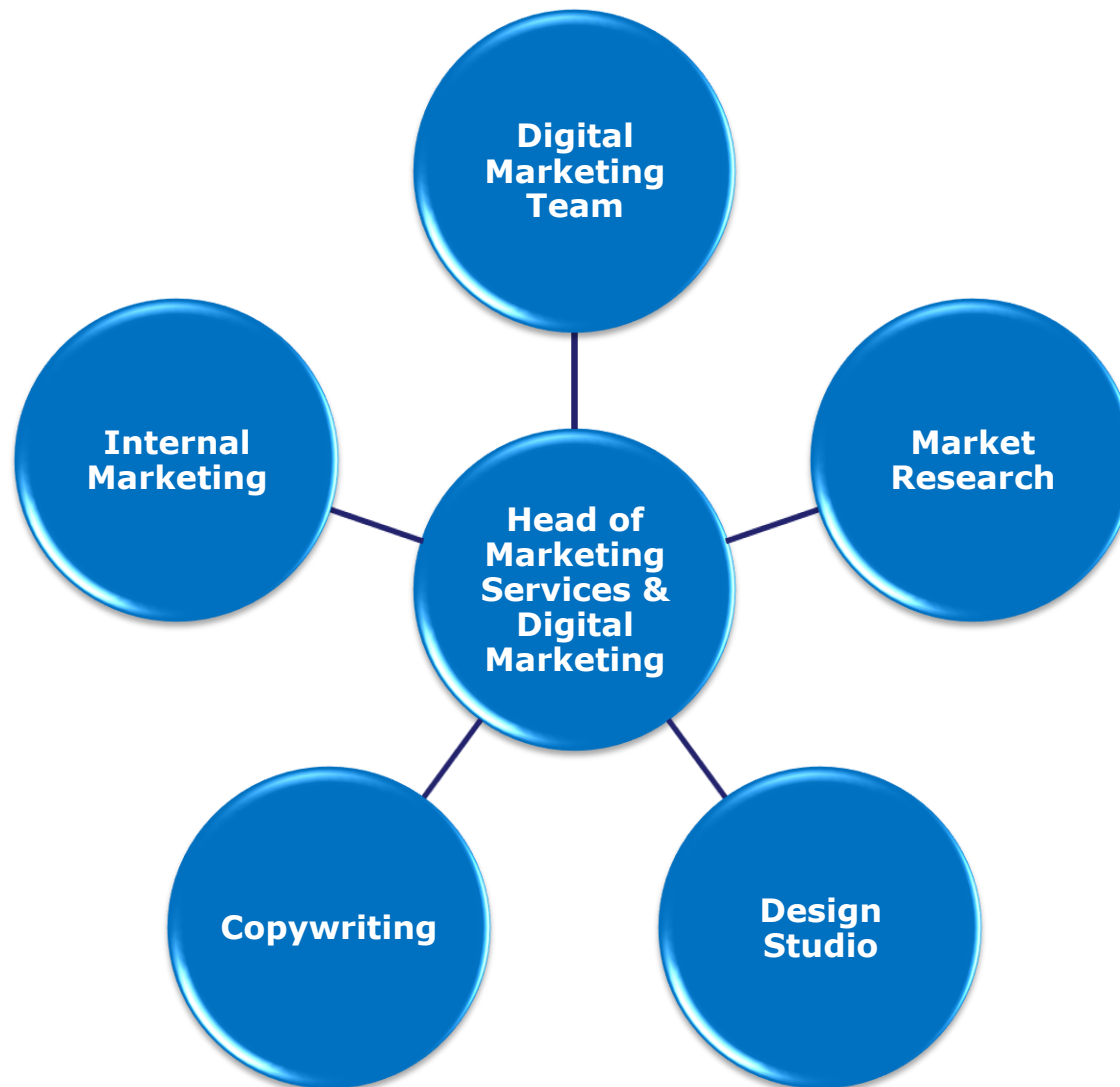
- Centralised paperless system.
- Admissions officers and academics working in partnership.
- Dynamic system – audit management and tracking system.
- Transparency.
- Easy access to view by School or individual applicant.



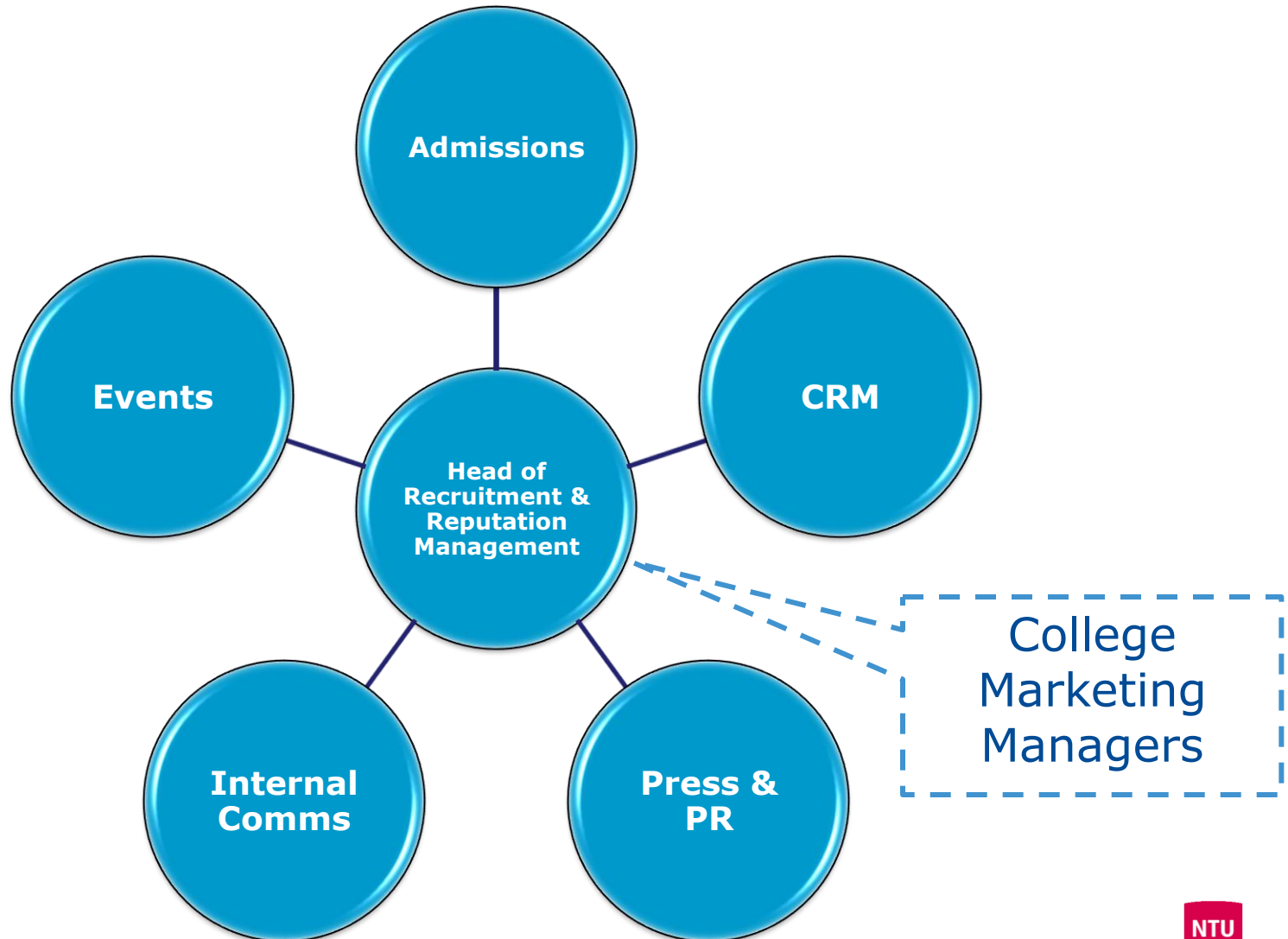
Role of Commercial Director



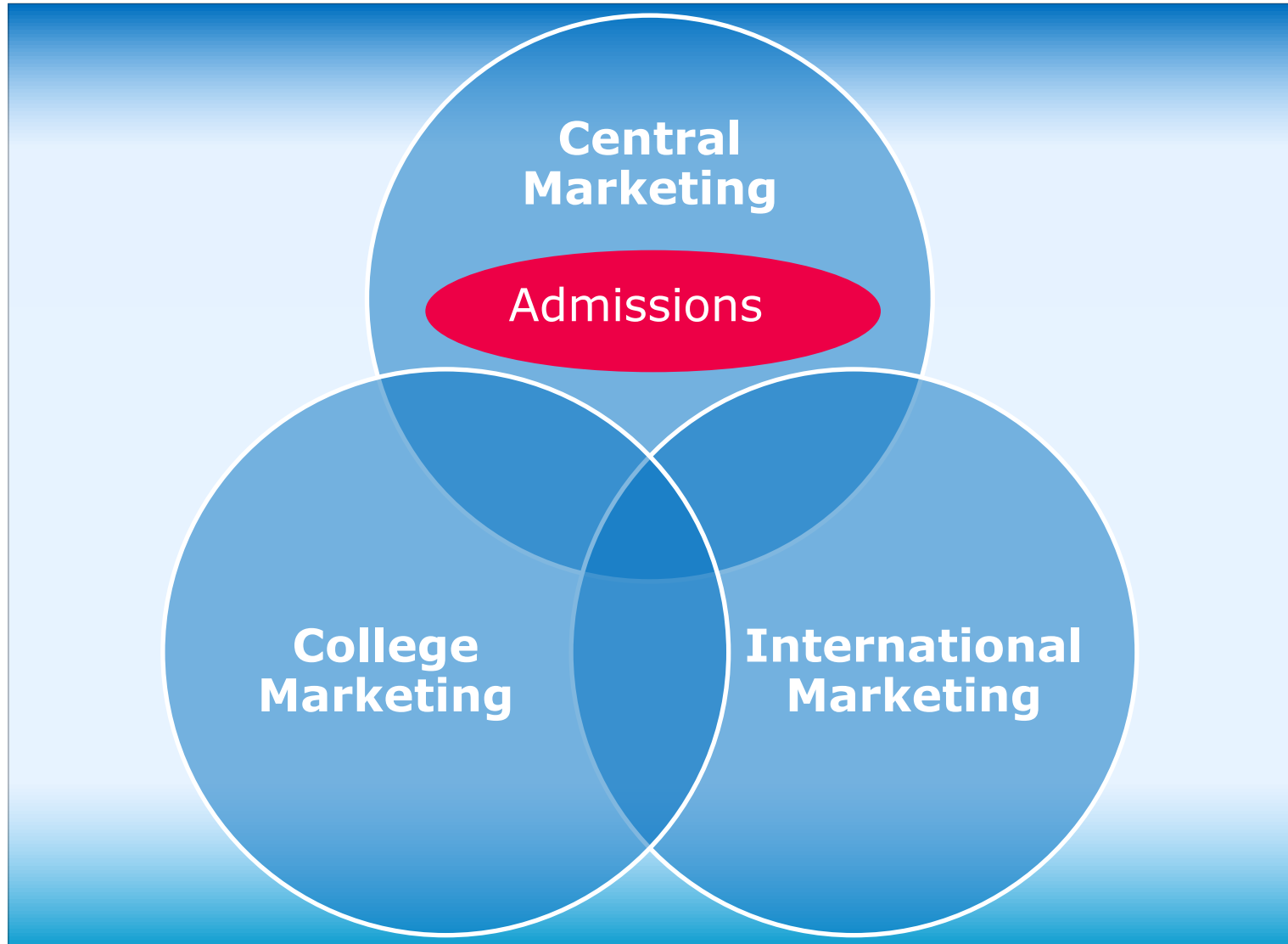
Marketing Services & Digital Marketing



Recruitment & Reputation Management



Recruitment and Brand Management



Marketing Now Shapes the Whole of the Student Journey

CRM

Enquiry

Admissions

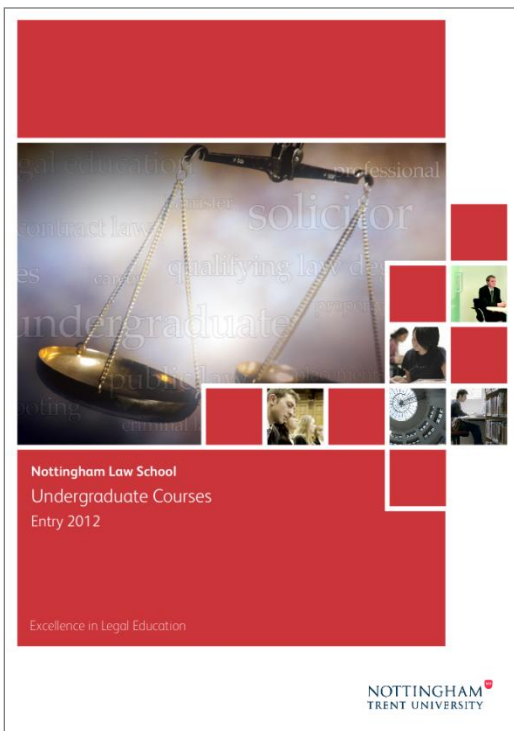
Undergrad.
programme
& student
experience

Student's
feedback
on
programme

Alumni

Postgrad.
Recruit-
ment

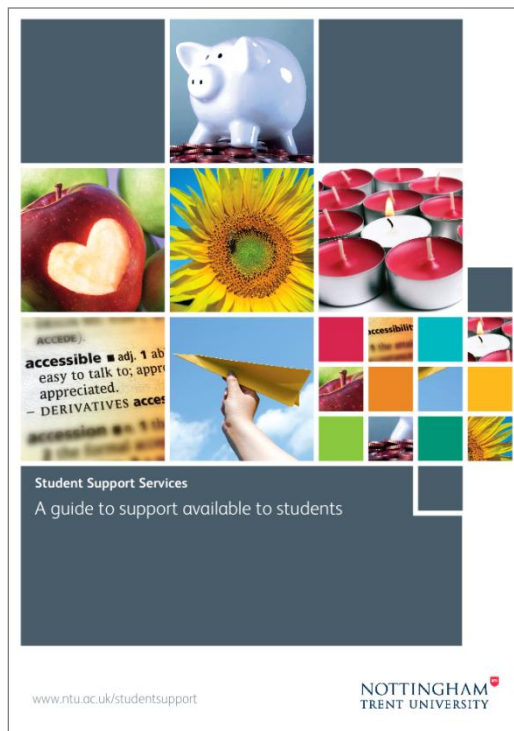
A Consistent Brand



Nottingham Law School
Undergraduate Courses
Entry 2012

Excellence in Legal Education

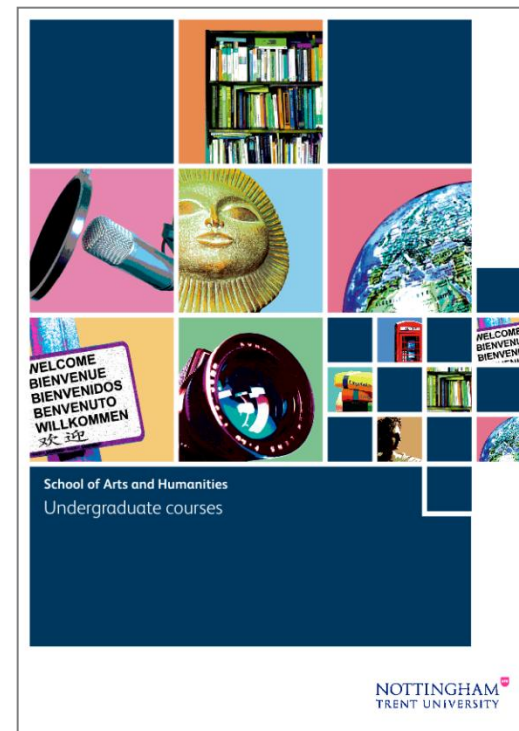
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Student Support Services
A guide to support available to students


www.ntu.ac.uk/studentsupport

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School of Arts and Humanities
Undergraduate courses

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The Hive
CREATING BUSINESS WINNERS

The Hive
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Nottingham Business School

Nottingham Business School
Burton Street, Nottingham NG1 4BU, United Kingdom
www.ntu.ac.uk/nbs

NOTTINGHAM BUSINESS SCHOOL
Nottingham Trent University

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Alumni update form

You can also update us at www.ntualumni.org.uk by registering to use the Online Community.

Alumni ID:

Date of birth: Male / female (Please delete as appropriate)

Is this address: home / parents' / business? (Please delete as appropriate)

Home tel:

Mobile tel:

Preferred email:

Personal website:

Town / city where you lived prior to attending Nottingham Trent:

Title:

Forename(s):

Surname / family name:

Surname at graduation: (If different from above)

Which clubs, societies or teams were you a member of at University?

Mailing preference

How would you like to receive Network magazine in the future? Please tick as appropriate:

☐ I would prefer to receive my copy of Network in the post.

☐ I would prefer to read Network online. Please email me when a new issue is available.*

* Please ensure that you keep the Alumni Association up-to-date with your preferred email address.

Qualification	Subject of study	Class graduation year
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Your employment details

Job title / position: <input type="text"/>	Your field of work: <input type="text"/>
Company name: <input type="text"/>	Company's main business: <input type="text"/>
Business address: <input type="text"/>	Business tel: <input type="text"/>
	Business mobile: <input type="text"/>
	Business fax: <input type="text"/>
	Business email: <input type="text"/>
	Business website: <input type="text"/>


Please turn over



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Graduation 2011

School of Art & Design

Monday 18 July 2011
Royal Concert Hall, Nottingham



Autumn 2011

Network

Nottingham Business School Supplement
Nottingham Trent University Alumni Association

Welcome



Welcome to this special Network supplement for former students of Nottingham Business School. I'd like to record my thanks to the thousands of alumni who shared in the School's 30th anniversary celebrations and joined the exciting events held to mark these decades of excellence in business and management education. Your continued support and enthusiasm is much appreciated.

As we look to the future, I hope you will continue to make the most of your association with Nottingham Business School which has a world-class reputation as the business school for business.

Within this publication you will read about many initiatives where we welcome and value input from our alumni, whether it be contributing your expertise to our courses or offering placements to inspire the students of today.

We also highlight just some of the wide-ranging work in which we continue to support your career, from our outstanding opportunities for postgraduate study to our dynamic support packages for business.

At alumni, you are among our most important ambassadors and we are proud of your success stories. Do remain in close touch and tell us about your achievements in future.

Professor Roback Nisdoni
Dean
Nottingham Business School

Flying high with award

Assistant Chief of the Air Staff for the RAF, Baz North, is set to receive Nottingham Trent University's Alumnus of the Year Award for 2011.

The prestigious honour will be winging its way to Business Studies graduate Air Vice-Marshal Baz North in recognition of his outstanding 30-year RAF service.

Last some of the highlights in his career have included commanding the UK response to the flood relief operation in Mozambique, working with the Chief of Defence staff during the break-up of the Soviet Union, acting as Aide-de-Camp to the Queen and flying with the Red Arrows as their Air Officer Commanding.

Baz will return to Nottingham in November to be presented with his award by University Chancellor Sir Michael Parkinson. It will be the first time he has revisited the Business School since gaining his PhD in 1981.

I am flattered and incredibly proud to receive this honour," he said. "When I left all those years ago, I never imagined that I might be considered for such recognition in the future. I still enjoy every moment of the ceremony and trust that I will be able to give something back to the University."

He added: "My receipt of this magnificent award might demonstrate to future students that they can capitalise throughout their life on the grounding that they receive at Nottingham Business School."

Baz joined the RAF in 1982, the year after he left the Business School. Laiden with pride, he graduated from Cranwell later that year and was presented with his wings at RAF Shawbury in 1986.

His distinguished career has since seen him rise through the ranks, gaining the MBE and OBE along the way. He also received a Queen's Commendation for Valuable Service in the 2006 Operational Honours List following his last overseas post commanding all UK air operations in the Middle East, the Horn of Africa, Iraq and Afghanistan.

Today he is based at the Ministry of Defence where he delivers air policy advice to the Secretary of State and coordinates the RAF's implementation of the charges falling from the Strategic Defence and Security Review and the Comprehensive Spending Review.

It's all a far cry from when Baz left school with "no deep-seated ambition for one profession or another." He originally chose Nottingham Business School on the recommendation of friends who had studied in Chaucer Building and because he favoured a broad spectrum of subjects to keep his postgraduate options open.

Continued on page 2



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Welcome Week 2011
Your essential guide to what's on

Friday 23 September – Sunday 2 October

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Nottingham Trent University Alumni Association

Graduation is not goodbye!

www.ntualumni.org.uk

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School of Social Sciences

Begin to make a difference

If you are interested in people and society, their development and support, our courses will provide you with the skills, knowledge and experience essential to start your career.

BA (Hons) Health and Social Care
A springboard into a career in the caring professions, this vocationally relevant course is designed to enable you to explore the breadth of health and social care with the option to specialise in one of five pathways:

- Criminal Justice
- Guidance and Counselling
- Community Studies
- Policy and Leadership
- Practice

Work-based experience is available on this course.

BA (Hons) Social Work
Become a professional social worker by studying on this popular course. We have an excellent employment record and you will undertake extensive practice placements, giving you the opportunity to experience life as a full time social worker in a supported environment. In addition, you will study a range of social work practices, taught by service users, practising social workers and academic staff. We also offer a BA (Hons) Social Work part-time for unqualified professionals in relevant occupations.

For further information contact us on 0115 846 4460 or email k3.enquiries@ntu.ac.uk

www.ntu.ac.uk/health_social

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School of Architecture, Design and the Built Environment
Burton Street, Nottingham NG1 4BU Tel: +44 (0)115 941 8418 www.nottingham.ac.uk/sabae

With compliments

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Scholarships and Discounts

Nottingham Business School, Nottingham Law School and the School of Social Sciences offer a number of ways to help fund your postgraduate study.*

Masters Scholarships

We offer a number of competitive Masters scholarships for UK and EU Masters students.

Progression Discount Scheme

NTU students get 10% off their tuition fees if they are progressing directly from their undergraduate course to a full-time Masters in one of the three Schools.

Find out more at

www.ntu.ac.uk/yourfunding

*See website for terms and conditions

Welcome Week

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Secondary Design and Technology Education



www.ntu.ac.uk/edu

School of Education

School of Education

To view this email as a web page, go [here](#).

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School of Architecture, Design and the Built Environment

Dear Helen

Thank you for applying for a place to study with the School of Architecture, Design and the Built Environment at Nottingham Trent University. We are delighted you are considering us, but we are also aware that you have now held your offer for six weeks and have not yet accepted.

If there is any information or support that we can provide to help you decide whether the School of Architecture, Design and the Built Environment is the destination for you, please let us know.

The School of Architecture, Design and the Built Environment is top in England for the number of students on year-long architecture, building and planning placements*.

We pride ourselves on our:

- [multidisciplinary school](#)
- outstanding reputation for excellent teaching
- [international activities](#)
- [worldwide industry links](#)
- leading-edge learning facilities.

* (HESA Student record data 2008-2009)

If you have any questions about the course, your application or studying with us, please contact our Admissions team by [email](#) or +44 (0)115 848 4200.

School of Architecture, Design and the Built Environment

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Issue 22
September 2011



The Tribune

Your monthly newsletter from Nottingham Trent University for agent representatives and collaborative partners.

We aim to improve and develop the Tribune to ensure that it meets your needs and is a relevant tool to support your recruitment for NTU. Please email your feedback and suggestions to NTU's dedicated agent [mailbox](#).



Welcome Week at NTU

With over 350 experiences to try out, NTU's Welcome Week is the best programme of activities for new students at any UK university. Find out more information and download a guide.



Online enrolment

Please ensure that your students complete the online enrolment process before they depart for Nottingham. This will ensure they have a smooth start to their University life. Students must also provide NTU with their [immigration documentation](#). It is important that they provide this as soon as they arrive at NTU, because they will not be fully enrolled until we have seen their documentation. Find more information about enrolment [here](#).



NTU student on Sri Lankan reality TV series

A student at Nottingham Trent University has been chosen to represent the UK in a Sri Lankan reality-TV show which pits design entrepreneurs against one another across a series of challenges.

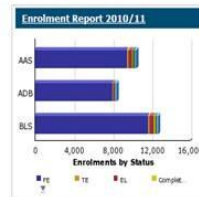
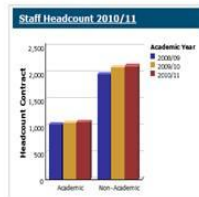
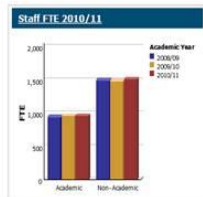
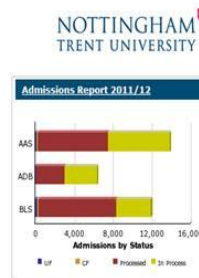
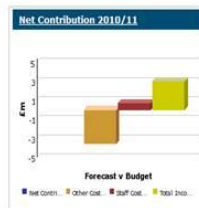
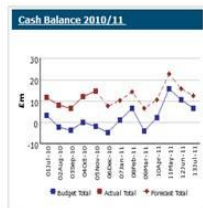
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[News](#) | [Facilities](#) | [Courses](#) | [Virtual Open Day](#) | [Scholarships](#)

Today NTU is Run Like a Business for the Benefit of Students, Employers and Society

The Daily Business Position Helps Us to Move Quickly



- First university to use Quarterly College Business Reviews (QBRs) to improve performance and deliver value for money.
- Strength in forecasting and delivering student numbers accurately.

The Entire Course Portfolio Is Continuously Reviewed & Refreshed



NTU - First University to Make Strategic Commitment to Gold Standard Customer Service



- Our teaching, examinations and assessments are designed to challenge and stretch students.
- All other interactions between student and NTU are governed by principles of customer service.
- E.g mechanisms through which a student enrolls at the University; selects modules; rents accommodation; buys catering and uses library facilities.

Highest Growth in Undergraduate Demand 2008, and 61% Growth in Applications Between 04 and 11





International Body Has Grown by 140% 2004 to 2010

A woman with long brown hair, wearing a white lab coat, is looking through the eyepiece of a large, complex microscope. She is smiling slightly. The background is a bright yellow wall with some equipment. In the foreground, a computer keyboard and a mouse are visible on a white desk.

NTU – Leading Professionals