

Robyn Dunbar

Investigator College

1. Evaluation

| | Wow | Yes | OK | No | Comments |
|---|-----|-----|----|----|--|
| Did the course meet your expectations? | ✓ | | | | Exceeded my expectations |
| Has the course administration been efficient? | ✓ | | | | Received material and feedback promptly, and all emails were responded to very quickly and personally. |
| Were the instructions clear? | | ✓ | | | |
| Did you feel the course was relevant to your situation? | ✓ | | | | Totally – every aspect was relevant and completely applicable to my role |
| Did you undertake new learning? | ✓ | | | | Absolutely. I learned so much about marketing concepts and terms and how it relates to school marketing. |
| Did you make new discoveries about marketing? | ✓ | | | | Yes! I was a teacher, so every day was a new marketing adventure! |
| Did you like having a personal mentor? | ✓ | | | | Loved having a personal visit – that really gave me encouragement. |
| Did you feel motivated throughout the course? | ✓ | | | | Because it was so totally relevant, motivation was not an issue. I appreciated the 'own pace' aspect as that really helped fit into my life (no lectures or travelling), though creating the time required was always a challenge! |
| Would you recommend the course to others? | ✓ | | | | Absolutely, particularly for those in promotions/marketing who have come from an education (or other) background. |

2. Please briefly evaluate in your own words each module covered

Marketing Concepts: *Extremely valuable learning about marketing concepts and terms – I started to think like a marketer instead of an educator. Evaluating our school through the SWOT analysis, analysing the demographics in the region and identifying target markets were all tasks that were as interesting to do as they were enlightening.*

Building School Identity: *Loved this module – really getting down to the basics and identifying strengths and weaknesses of our school. I discovered why our logo is good, what needed work in the school and why (change based on marketing reasoning, not just gut feelings). Really enjoyed the process and end result of the 'Style Guide'.*

Community Relations: *This module really changed my thinking – it's all about the customer! My major challenge is to communicate this effectively and powerfully with the staff (particularly the teaching staff) to get them 'on board', positive and thinking about the myriad of ways they can be customer-focused - and see how this will bring about positive change!*

Working with the Media: *A really constructive module that has given me a useful framework and guidelines for future media relations. It was extremely valuable talking to the editor of the local paper – her advice will enable all my press releases to be of press standard and advertising to more clearly reflect marketing objectives.*

School Choice & Competition: *The consequences of learning about consumer buying habits, the Behavioural Stages model, the factors affecting school choice and analysing our market competitors has been of significant value – a really useful module that directly impacts decisions and direction in terms of enrolment and retention.*

The Marketing Plan: *Wow – to have produced a document that effectively communicates research and marketing strategies to the 'powers that be' that is workable and able to be immediately implemented by the school is extremely rewarding and a valuable result at the end of the course.*

3. The design layout of the course: *Really well laid out, even though I didn't fill in the manual 'longhand' (I used the computer for all modules) it gave me a well set out guideline, and has resulted in an 'easy to navigate' manual to which to refer. It's attractive, spacious and the module dividers are funky!*

4. My overall feelings about the course: *An extremely relevant, valuable and totally applicable course that has forever changed my outlook on my job. I loved the way I could work at my own pace. It was rigorous, but worth every minute, as my school now has personnel who understand the market forces that affect our school, has a document that outlines strategies and a plan to implement in order for us to improve student recruitment and retention. Completing this course has positively affected every aspect of my role as Promotions Officer, as I now feel I have the skills and knowledge (and the confidence!) necessary to more effectively achieve marketing outcomes. Thank you!*