**New Programme/Course Proposals: Checklist for Marketing Assessment**

**The topics listed below are intended to guide the assessment by Schools of the marketing considerations that need to be addressed when preparing a submission for a new programme. Completion of this assessment must be done in conjunction with the College Marketing team, with support from the central Marketing Department.**

**What is the rationale for introducing the new programme?**

* To grow student numbers?
* To target new student groups?
* To creatively use existing strengths?

How will the School protect itself from the risk that the new programme might simply take students away from an existing programme, rather than bring a net increase in students into the School?

**What is the evidence of Market Demand?**

* New area of interest among students?
* Competitor offerings already in place?
* Resulting from new research?

**Who are School’s three main competitors and how will the new course impact on the School’s relative position against these competitors?**

**What are the unique features of proposed course?**

* ie unique relative to any other similar offering available

**Fit with Existing suite of courses?**

* Will any existing course be dropped?

**What is the proposed entry tariff?**

* Will this programme carry a higher entry tariff that existing programmes offered by the School?
* If so, how will this be managed vis-à-vis existing programmes?

**Linkages with Research**

* Does the programme capitalise on research activities by School academics?

**Linkages with Employability/Life Skills**

* How will the new programme deliver benefits to students such as Employability and Life Skills experience?

**Fit with School/College/University strategy**

* Does the new programme represent a strategic move by the School and is this reflected in the marketing of the School?

**Name of proposed programme**

* is the name and language used to describe the programme written with target student groups in mind?