

# Checklist for Marketing

STMP Toolkit



THE UNIVERSITY OF  
MELBOURNE

## THINGS TO REMEMBER WHEN MARKETING YOUR PROGRAM

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<p><b>Talk to your academic and professional staff colleagues</b></p> <p>Students call 13 Melb and meet regularly with staff in your Faculty and Student Centre for course advice, make sure the advisors know about your program and know where to direct students for more information.</p> <p>Talk to us at Melbourne Global Mobility and we can promote your program and any scheduled information sessions through our channels.</p>	
<p><b>Talk to students</b></p> <p>Take five minutes at the start of each class to tell students about the program and show them where to find information.</p> <p>Run 2-3 half hour information sessions throughout the preceding year, so that students can meet you and ask questions face to face.</p>	
<p><b>Student Clubs and Societies</b></p> <p>There are hundreds of clubs and societies on campus, many of them cultural. The Japanese club is not just for Japanese students, but for anyone interested in Japanese language, culture, food, etc. Students clubs may be able to help promote your subject to its members. For a full list of clubs see <a href="http://umsu.unimelb.edu.au/jump-in/clubs/clubs-listing/">http://umsu.unimelb.edu.au/jump-in/clubs/clubs-listing/</a></p>	
<p><b>Create a web presence</b></p> <p>Ensure that your program is listed in the University Handbook, on your faculty or graduate school's website as well as on the Melbourne Global Mobility website.</p> <p>Find out who manages your faculty's Facebook and Twitter sites and ask them to promote your program.</p> <p>If there is a student newsletter, ask to have your program listed here.</p>	



### **Flyers and LCD Screens**

Create a flyer containing all the relevant information about your program and make sure it is pinned on noticeboards around campus and in your buildings. Print several of them for students to take away at the end of class and leave some on the counter in student centres. See the sample flyer provided in this Toolkit.

It's quite easy to get your message on those LCD screens you see around campus. Create a Powerpoint slide (specifications available at <https://le.unimelb.edu.au/event/digital-signage.html>) and submit your request via the Learning Environments site. If you only wish to advertise within your faculty, you should submit the file to your Student Centre and ask that they upload it only to the screens in this area.

