

# Course marketing

## Marketing plan template



### 1. Course overview

Key information about the course.

Course Title	Format	Dates	Class size	Cost	Website link
Example course title	Online	12 Apr – 10 Jun	25	£400	<a href="http://lifelong-learning.ox.ac.uk">lifelong-learning.ox.ac.uk</a>

### 2. Unique selling points (USPs):

Define why a learner would choose this course, and what makes it unique

- What problem does the course solve?
- Why is it well suited to online delivery?
- What differentiates it from similar courses elsewhere?

### 3. Target audience

Define desired target audiences. May be more than 1 segment of learners we want to target. For example, different motivations could be career progression or learning for enjoyment. [Refer back to the persona work you did under step one of the guide: 'Student needs']

- Who are they? I.e. age, lifestyle, disposable income, location, job title
- Which media channels do they use?
- What are their learning motivations?

	Persona 1	Persona 2	Persona 3
Who are they? I.e. age, lifestyle, location, job title	18-29, UK-based, early-career development	30-49, UK-based, intellectually curious	60+, retired, Oxford-based
Which media channels do they use?	Social media, email, search engines	Email, social media, search engines	Website, print, email
What are their learning motivations?	Upskilling	Enrichment	Enjoyment
What do they want to gain from studying with us?	Digital credentials	CV enhancement	Intellectual challenge
Why are they attracted to this learning format?	Need a flexible study format to fit alongside work	Tutor led, academic credibility	Social learning, tutor contact
Have they previously studied with us or any of our competitors?	Not likely	Yes, infrequently	Yes

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### 4. Competition

Identify key competitors and explain why learners may choose them instead of us.

Competitor	Reason a learner would study with them
Cambridge PACE	More convenient course timings
Open University	More diverse subject area offering

### 5. Marketing Channels

Identify which marketing channels would be appropriate for the target audience. You will also want to understand how each channel's success will be measured and the cost of each channel.

Marketing channel	Decision criteria	Which persona?	Measurement	Cost
Paid search	Wide reach, keeps us competitive	1,2,3	Bookings	Medium
Social media advertising	Wide reach, keeps us competitive	1,2	Bookings	Medium
Email comms	To build brand loyalty and customer retention	1,2,3	Bookings / repeat bookings	No cost
Print	For local markets only	3	Awareness	High
Influencer marketing	For niche, very targeted marketing	1, 2	Awareness	High
Third-party advertising	Awareness for local markets	3	Awareness	High

### 6. Messaging and positioning

Based on the above information you have gathered so far, you should now be in a position to come up with the desired messaging and calls to action for your campaigns. You will also want to think about any imagery or content you might need.

[Input messaging here]

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## 7. Objectives and KPIs

### Specific KPIs:

- Number of page views
- Number of enquiries / leads
- Waiting list numbers
- Number of bookings

Example table below for comparative data.

Month/Year	Page views	Enquiries	Leads generated	Waiting lists	Enrolments
Jan – Dec 25	5000	24	70	5	24
Jan – Dec 26					

### Campaign objectives:

- To increase webpage visits by   % by [Month] 2026
- To increase bookings by   % by [Month] 2026

## 8. Budget and media plan

Proposed marketing spend is £  K. To make our return on investment, we'd have to recruit **X** full fee-paying student.

Marketing channel	Platform	Content	Persona	Budget
Paid search	Google Ads	Evergreen campaign	1, 2 and 3	£1,000
Social media advertising	Meta	Winter campaign	2, 3	£1,000
Social media advertising	LinkedIn	Winter campaign	2, 3	£1,000
Email comms	Mailchimp	Trinity term reminder	2, 3	£0
Print	Postcard			£100
Influencer marketing				
Third-party advertising				

Use the template Gantt chart for marketing activities in our guide to help with this.