



CENTRO FORMACIÓN POSTGRADO  
Vicerrectorado de Investigación y Postgrado

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# Marketing

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May  
2006

# Marketing: Objectives

- *Increase new clients:*
  - *Students*
  - *Teachers (make courses)*
- *Advertise all courses:*
  - *Web*
  - *Newsletter*
  - *Radio*
  - *UPV – TV*
- *Customer Loyalty with our clients*
- *Quality in Personal Data of our clients*
- *Quality of courses: Surveys*

# Marketing

- *The Best Way is our Web.*
- *New Web Services:*
  - *Facilities for Registration on-line*
  - *Find courses*
  - *Print your receipts*
  - *Management your courses (teachers)*
- *News*
- *Simple Survey*
- *Multiple languages*
- *Feedback with our clients*

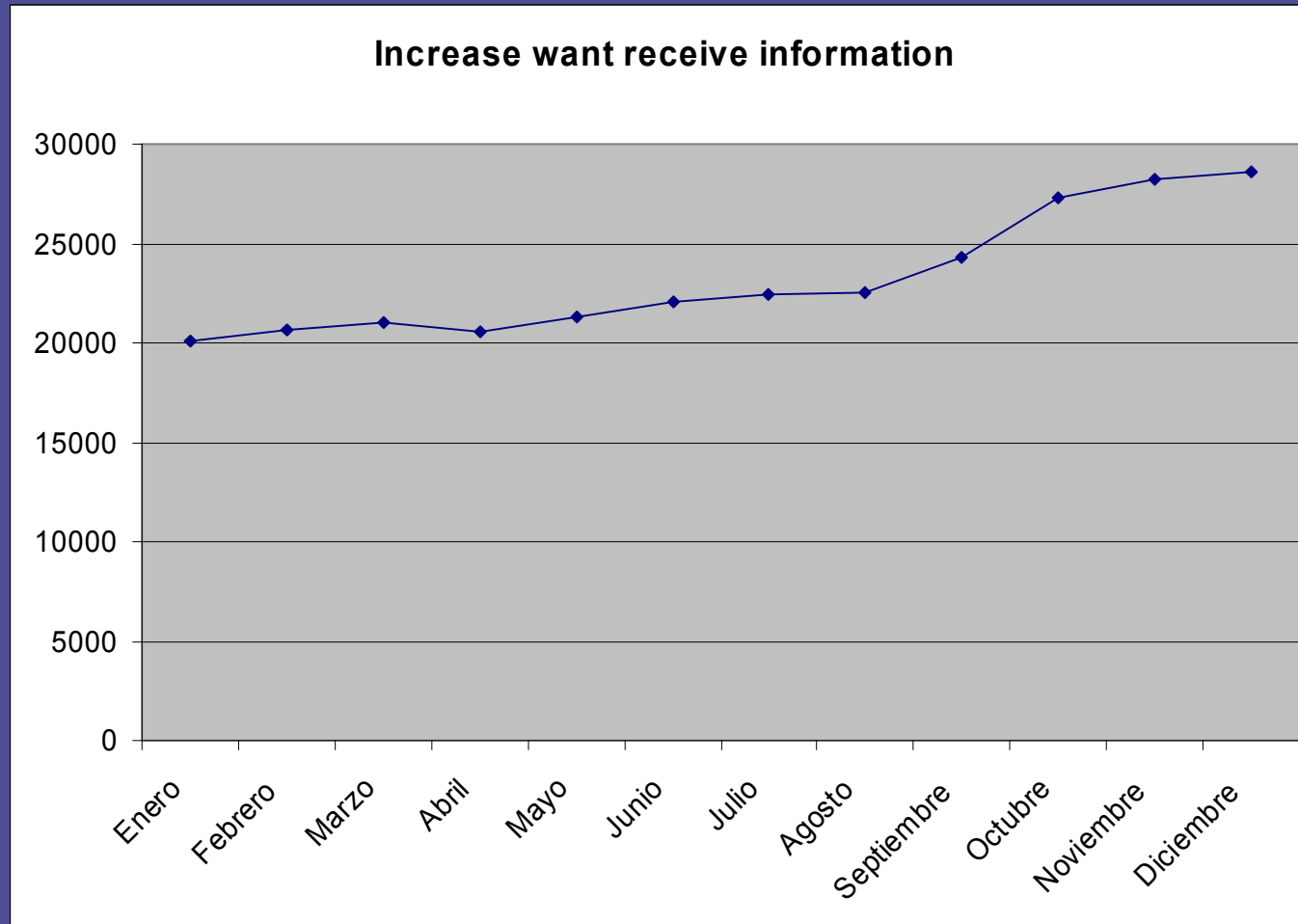
# Marketing: Management

- *Indicators:*
  - *Registration On-line / Office -> 60% / 40%*
  - *Receive information about our courses: 30908 clients*
  - *New / Loyalty clients -> 30% / 70%*
- *Increase the clients who want receive information and increase the quality in your Personal Data:*

**“Annual Advertising Campaign”**

# Marketing: Advertising Campaign 2005

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# Marketing: Newsletter

- *Subjects of Interest:*
  - *People*
  - *Courses*
- *Customize for our clients*
  - *Only view your interesting courses*
- *Control de Access*
  - *Who open the email*
  - *Who no view well the email*

# Marketing: Surveys

- *Objective: know the necessities of students*
- *Kinds:*
  - *Simple survey*
  - *Normal survey*
- *Management:*
  - *Different Models of Surveys*
  - *Control of the state*
  - *Results -> pdf*

Thank you

