



This section is an extract from the [Engineering Gateways Toolkit for Universities](#)

C Marketing the Validated Programme

STEP

Marketing to employers

PROMPTS

- Are your approaches to marketing and communications properly coordinated?
- Ensure that appropriate time and resources are allocated for staff to support employer partnerships
- Marketing to employers may be as fruitful as to students!
- Consider developing materials aimed at employers

RESOURCES

- [A summary of the Engineering Gateways pathway and benefits](#) [1]
- [Section 5, Effective Partnerships of the WBL Maturity Toolkit \(5-5, 5-6\)](#) [2]

“We also have this programme as a standing item on the industrial liaison boards that happen usually twice a year”

Northumbria University

STEP

Marketing to students

PROMPTS

- Consider developing a programme brochure and specific webpage; placing adverts in engineering journals; promoting via your industrial liaison boards
- Can your alumni networks help with promoting the programme?
- Rolling recruitment might be attractive

RESOURCES

- [Examples of university webpages promoting the degrees](#) [3]
- [Kingston University Prospectus](#) [4]
- [Section 6-1, Pre-entry of the WBL Maturity Toolkit](#) [2]

“Advice and input from the relevant professional body was useful, particularly at the learning contract stage.”

Staffordshire University

STEP

Marketing via the PEI has been explored

PROMPTS

- Early contact with the relevant PEI is recommended
- Have you alerted the PEIs that you have degrees available?
- Local or regional PEI groups may be able to assist

RESOURCES

- [List of participating professional engineering institutions](#) [5]
- [Staff contacts](#) are available from the [Engineering Council](#) [6]

Resource Links

- [1] <http://www.engc.org.uk/engineering-gateways/publications.aspx>
- [2] <http://wbltoolkit.pbworks.com>
- [3] <http://www.engc.org.uk/engineering-gateways/universities>
- [4] <http://gatewaystoolkit.engc.org.uk/resources/kingstonprospectus.pdf>
- [5] <http://www.engc.org.uk/engineering-gateways/engineering-institutions.aspx>
- [6] <http://www.engc.org.uk/contact-us>

This toolkit has been developed to support universities wishing to offer Engineering Gateways degrees. Funding was provided for this work by the National HE STEM Programme. The toolkit was developed through a practice transfer partnership led by the Engineering Council. Five of the universities delivering Engineering Gateways degrees (Aston, Kingston, Hertfordshire, Northumbria and Staffordshire) contributed materials and experience, and acted as mentors to five further universities who wished to offer Engineering Gateways degrees (Coventry, Derby, Greenwich, Leeds Metropolitan and the University of the West of England). The Centre for Engineering and Design Education (CEDE) at Loughborough University assisted in developing the toolkit.

