



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]

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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]

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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>

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