**Marketing information for course validations.**

Before a statement supporting a course proposal can be issued a document addressing the following points should be submitted to the Director of Marketing and Communications.

The Director will then discuss the document with the Deputy Vice-Chancellor to check that this will not adversely affect our funding position, or potentially cause compliance issues for the University’s UK Border Agency (UKBA) sponsor licence if the programme is to recruit international students. (Please see notes at the end of this document regarding UKBA regulations).

The points below give an indication of the type of information we would expect to see, if you have more details please do include them.

**Undergraduate programmes**

* Do we have any unique facilities / expertise which gives us a particular advantage?
* Which A Levels, T Levels, Diplomas, GNVQs does the programme link to?
* Which Access courses does the programme link to?
  + How many people are studying on these nationally and regionally? (ie what is your potential market).
  + What percentage of this total market might be interested in our new programme?
* How has the course title been chosen – has it been tested? (Course titles can have a huge impact on recruitment).
* Who else offers a similar programme in Yorkshire, Lancashire or Humberside?
  + How many programmes are there, and what are their entry requirements?
* How many similar programmes are there nationally?
  + How many students study on them? (please give figures for last three years so we can see if it’s increasing or declining).
* Is there a particular overseas market we can target with this course? Please see notes below. Have you consulted the International Office?
* What courses at the University of Huddersfield might be similar – do you envisage generating new student numbers or transferring demand to your new programme?
* What type of graduate careers would this course lead to (consider sector and possible roles)? Identify around 10 typical graduate occupations for this course. Use at least one, or more of the following as required:

<https://luminate.prospects.ac.uk/what-do-graduates-do>

<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree>

Huddersfield GO: Apollo etc

Options With My Degree (available from the Careers Service)

Lightcast relevant report (ask your School’s Designated User).

* Do you have any evidence that relevant graduate opportunities are expanding? Provide a single ***Lightcast* Occupational Comparison Report** forthe graduate careers which are most important for this course (this might be for all the typical outcomes or a key sub-set).
* What prompted the development of this course?
  + For example – discussions with professional bodies, response to government agenda to increase skills in this area? To replace an existing programme?
* When will you be recruiting the first intake?
  + If this is outside the UCAS cycle what additional marketing activity do you have planned?
    - What are your target numbers for the first intake?
* What professional bodies might accredit the program?
* Are OFS funded numbers required?
* Are student numbers for the course included in targets in the annual planning round?
  + How will these be accommodated within the School’s recruitment targets for new full-time undergraduates?
* Are there any barriers to overcome before introducing the program? (e.g. professional body recognition, acquisition of particular facilities, staff expertise etc)
* How many students are needed annually to make the program financially viable?

**Overseas Students – visas and immigration**

UK immigration regulations underwent significant changes in 2009, when a points-based system was introduced. Following these changes, universities or other higher education institutions in the UK have had to apply to UK Visas and Immigration (part of the Home Office) for a licence that allows them to enrol overseas students who are coming to the UK under the Tier 4 immigration route.

The University of Huddersfield holds a Tier 4 General Sponsor licence. **Without this licence we would not be able to recruit and enrol overseas students.**

Under the terms of the University’s sponsor licence we must ensure that overseas students who wish to enter the UK under the Tier 4 immigration route are eligible to do so. They are not able to attend:

* Taught courses delivered in block mode that do not require weekly contact
* Taught courses with less than 5 hours a week scheduled contact time

Overseas students may enrol on these types of study programmes but would need to apply for different visa routes to do so. The majority of our overseas students are enrolled as Tier 4 visa holders.

Please consult the International Office for further advice.**Postgraduate programmes**

* Do we have any unique facilities / expertise which gives us a particular advantage?
* Which first degrees does the programme link to?
  + How many people are studying on these nationally? (ie what is your potential market).
  + What percentage of this total market might be interested in our new programme?
* How has the course title been chosen – has it been tested? (Course titles can have a huge impact on recruitment).
* Who else offers a similar programme in Yorkshire, Lancashire or Humberside?
  + How many programmes are there, and what are their entry requirements?
* How many similar programmes are there nationally?
  + How many students study on them? (please give figures for last three years so we can see if it’s increasing or declining).
* What courses at the University of Huddersfield might be similar – do you envisage generating new student numbers or transferring demand to your new programme?
* What type of graduate careers would this course lead to (consider sector and possible roles)? Identify around 10 typical graduate occupations for this course. Use at least one, or more of the following as required:

<https://luminate.prospects.ac.uk/what-do-graduates-do>

<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree>

Huddersfield GO: Apollo etc

Options With My Degree (available from the Careers Service) Lightcast relevant report (ask your School’s Designated User).

* Do you have any evidence that graduate careers are expanding? Provide a single ***Lightcast* Occupational Comparison Report** forthe graduate careers which are most important for this course (this might be for all the typical outcomes or a key sub-set).
* What prompted the development of this course?
  + For example – discussions with professional bodies, response to government agenda to increase skills in this area? To replace an existing programme?
* Is there a particular overseas market we can target with this course? Please see notes below.
* When will you be recruiting the first intake?
  + - What are your target numbers for the first intake?
* What professional bodies might accredit the program?
* How many students are needed annually to make the program financially viable?
* Are student numbers for the course included in targets in the annual planning round?
  + How will these be accommodated within the School’s recruitment targets for new postgraduates?

**Overseas Students – visas and immigration**

Please see notes above (at end of undergraduate section).

Jenny Grainger

Director of Marketing & Communications

December 2009

Revised August 2012

Revised November 2015

Revised August 2019

Revised October 2022