The Marketing Item

Validation (new programme approval)

At the point of validation of a new programme, the marketing information for a programme of study must be considered and approved by marketing colleagues as part of the validation process. This is to ensure the information presented on the university's website is in an appropriate format and aligns with the programme information presented for approval by the validation panel.

Academic Registry is responsible for creating codes for brand new Academic Items (i.e. the programme's 5 digit SIS code) and linking the Marketing Item to this Academic Item.

Once this has been done by Academic Registry, the Programme Leader will need to populate the Marketing Item container associated with the new programme. This is essentially what Programme Leaders used to provide to the Marketing Team in a Word document in the form of a 'Fact File'. Further details on how to do this are provided below on page 9.

The Marketing Team will be advised that the programme is going through validation via receipt of the validation planning summary circulated by the Event Officer from Academic Registry.

Periodic Programme Review (existing programmes going through review)

The Programme Leader has responsibility for generating the Marketing Item (instructions below). The Marketing Team will be advised that the programme is going through review via receipt of the review planning summary circulated by the Event Officer from Academic Registry.

Creating the Marketing Item on CourseLoop

In CourseLoop you will see in the main dashboard area a Marketing Items tab as per the screenshot below:
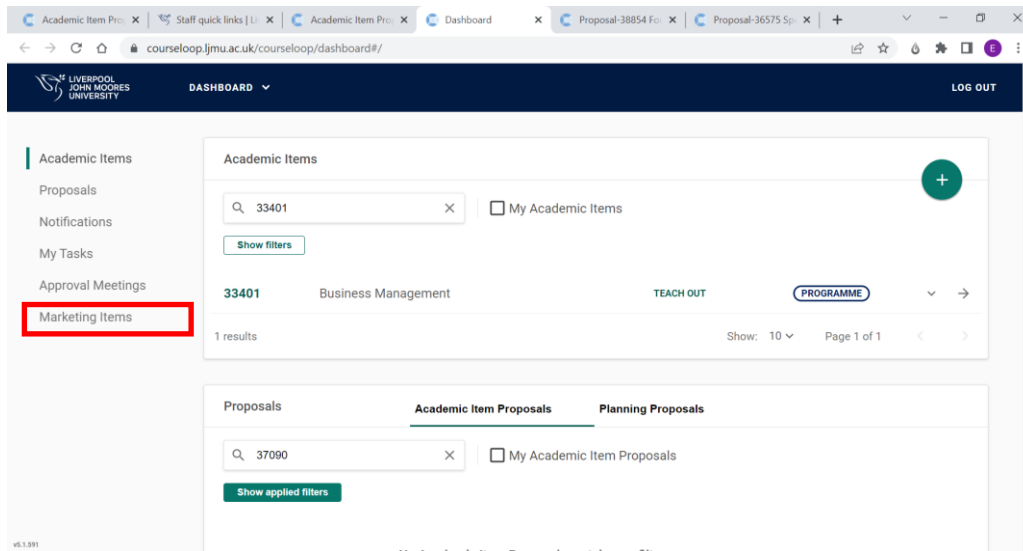
Select the Marketing Item tab (highlighted in red) to launch the Marketing Item area. In the search box input the programme's SIS code (in the example below 30159 has been entered). To view the Marketing Item, select the right hand arrow. To amend the Marketing Item, select the 3 vertical dots, followed by "revise".

Guidance Notes for Completing the Marketing Item

As you complete or review your Marketing Item, if you have queries, requests for support/further information, please raise a Proposal Task for the Task Marketing user.

The table below indicates the required fields in the Marketing Item and indicative content (links to 2 exemplars are also provided below). Please be aware that some fields in the Marketing Item are used differently for undergraduate and postgraduate programmes (see the first column in the table below).

Entry level	CourseLoop Field	Guidance Notes
UG and PG	Marketing Item Code	This field will be pre-populated with the correct code – do not change.
UG and PG	Marketing Item Name	This field will be pre-populated with the correct name – do not change.
[1]UG only	Why Study This Course?	This section should have between 4 and 8 bullets points (depending on length) with key points about your course that indicate its quality and hopefully lift it above your competitors. Consider accreditation, field trips, NSS scores, placements, other award, links to industry and facilities.

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[1] Why Study This Course – please leave this blank for postgraduate programmes.

UG and PG	About Your Course (sub-header)	This is an introductory paragraph of text that appears under the title 'About your course'. It appears in a slightly larger font than the rest of the text and should be approximately 30 words. It is not a stand-alone section; the rest of the 'About your course' section (see below) will flow on from this.
UG and PG	Short description for Search Engine	This is a short summary of the course content on the page. It will appear on web searches and assist users in finding the information they are looking for, please keep your synopsis short and include keywords that will assist user searching for your content.
UG and PG	Keywords	Search Terms are keywords that will help users to find your content; separate each keyword or key phrase with a comma.
UG	About Your Course	This section provides a more detailed overview of the course and will flow on from the 'About your course - sub-header' above. This should engage the reader as well as provide reasons for them to study the course.
PG	About Your Course	This section should start with 4-8 (depending on length) key bullet points about your course that indicate its quality and hopefully lift it above your competitors. Following this, please write a more detailed overview of the course which informs and engages prospective students, whilst giving them tangible reasons to study the course. This section will sit underneath the 'About your course - sub-header' above. This should engage the reader as well as provide reasons for them to study the course.
UG/PG	Testimonials	Please choose from the drop-down menu to include a student quote (Feedback Quote), staff quote (Staff Profile) or a programme video with students talking about their experiences of studying the course (User Story). Once you have chosen the category, add the text of YouTube URL link to the appropriate box. It is always good to include at least one of these options as they break up the text on the page and give marketing managers content for other documents too. Videos are extremely engaging for prospective students, so please prioritise this.
UG/PG	Fees and Funding	This information is pulled through from the academic item. If you click on here, another box will appear to fill in any additional fee and funding information. This could be, for example, the cost of any field trips, any specialist equipment or registration for society memberships. You do not need to quote the exact costs if these vary. You could also mention any scholarships available.
UG	Teaching and Learning	This is a 'dictionary item' (generic text) meaning that the text is the same for a number of courses. There is, however, the opportunity to amend and add to it. It includes information on the delivery of the course (online or face to face), contact time and the type of activities in which students will engage. There is also a section on 'Work-

		related learning' and placement opportunities. Please add or amend to ensure this is accurate for your course.
PG	Teaching and Learning	This is a 'dictionary item' (generic text) meaning that the text is the same for a number of courses. There is, however, the opportunity to amend and add to it. It includes three sections called 'Study Hours', 'Teaching Methods and 'Applied Learning. Please add or amend to ensure this is accurate for your course.
UG	Support for Students	This is a dictionary item (generic text), meaning that the text is the same for a number of courses. There is, however, the opportunity to amend and add to it. Please includes any support specific to course that is not covered.
UG	Assessment	This is a dictionary item (generic text), meaning it is the same for a number of courses. Please add any assessment content here (essays, exams, presentations and feedback) specific to the course that is not covered in the Assessment dictionary item.
PG	Assessment	PG courses have and introductory paragraph: "To cater for the wide-ranging content of our courses and the varied learning preferences of our students, we offer a range of assessment methods on each programme." Please add anything extra that you feel potential students might be interested in.
UG/PG	Facilities	This is a dictionary item (generic text), meaning it is the same for a number of courses. Please check it is correct and add any other detail you feel might be interesting to a potential student.
UG/PG	Facilities Tour URL	The Marketing Managers will add this link to the 360 degree content showing facilities.
UG	Employability	UG courses have a long block of text covering content on Future Focus, Careers Zone, online Apps, Student Futures website, Unitemps, Internships, careers and employability advice, workshops, recruitment fairs and the start-up hub, as well as a section on Study Abroad.
PG	Employability	PG courses have intro paragraph "LJMU has an excellent employability record with 96% (HESA 2018) of our postgraduates in work or further study six months after graduation. Our applied learning techniques and strong industry connections ensure our students are fully prepared for the workplace on graduation and understand how to apply their knowledge in a real world context."
UG/PG	Application instructions	Please check the application route is correct - UCAS or LJMU Direct.
UG/PG	Other Application instructions	Please add any other entry criteria from the Academic Item that would be beneficial to have on the web page.

UG/PG	External Accreditation	Please click on this box to add any accreditation bodies' titles and descriptions. This supplements the accreditation information held in the Academic Item.
UG/PG	Staff Profile	Add/ check the staff profile for the Programme Leader is correct and add a short biog.
UG/PG	Facts and Figures	This is currently not being populated – please leave blank.

Please be advised that the only module information that will be available on the website pages for your programme is the module title and any text from the "module overview field" on the module proforma.

Exemplar Marketing Item

To view a completed Marketing Item, please select the links below for an undergraduate and postgraduate example (if you do not already have CourseLoop open, please click the link twice so that you are taken to the relevant page)

30089 Accounting and Finance - Marketing Programme Information - CourseLoop (ljmu.ac.uk)

36012 Brain and Behaviour - Marketing Programme Information - CourseLoop (ljmu.ac.uk)

Endorsing the Marketing Item

The Marketing Team will be alerted via a notification/auto-task to review and finalise the marketing content before the validation/review process is completed, and before it is published on SiteCore (this applies to new programmes going through validation and existing programmes going through review).

In addition to this notification/auto-task, the Academic Registry Event Officer overseeing the validation/review process will notify the Marketing Team **via email** when the final draft of the programme documentation prepared for the validation/review event is available on CourseLoop. This will include a date by which the Marketing Team must review the Marketing Item and close the Proposal Task. Any unresolved Proposal Tasks (be they marketing, admissions, fees or Director of School) will prevent the programme from being fully completed on CourseLoop.

The screenshot below shows the Marketing Review endorsement task in the red box.