

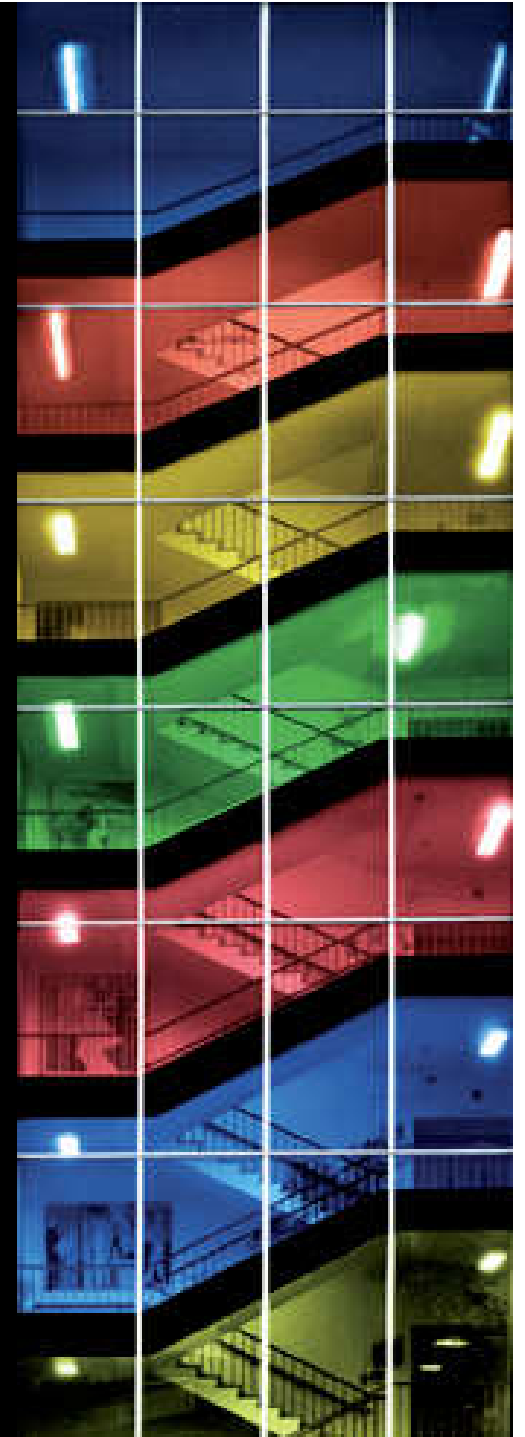


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A Greater Manchester University

Open enrolment programmes at Salford Business School: challenges and opportunities

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Outline

- UK context of executive education
- Salford Business School case study
- Search Engine Marketing Management Course
- Challenges & Opportunities
- Annual Salford Business School open programmes survey



UK context – need for Open Programmes

- **Research**
- Research Excellence Framework – impact
- **Teaching**
- Leach and Lambert reviews
- **Academic enterprise**
- Community impact
- Employer engagement



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Salford Business School

- Vision 2017
- Enterprise Hub's
- Open Programmes
- Search Engine Marketing Management (SEMM)
 - Previous consultancy with Wallpanelling Ltd
 - Vice Chancellors Enterprise Development Fund (£1800)
 - 2 day course aimed at business owners and marketing managers



SEMM - challenges

- Positioning the course and pitching at the right level
- Current university systems (catering, room bookings, car parking, finance)
- Marketing/selling approach
 - Telephone appointment making
 - Meetup groups meetings
 - Chapel Street Business Group
 - Google Adwords/ Analytics
 - Existing business contacts

Conversions	Enquiries
0	0
1	7???
0	0
0	1
4	0
(July 09 course)	



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SEMM – July 2009



Some customer feedback...

Getting online could boost your business

A BUSINESSWOMAN is urging entrepreneurs to sign up to a course to promote their companies online.

Carol Chadwick, director of Wall Panelling Ltd in Waterfoot, received a certificate from the University of Salford for passing her search engine marketing management course.

The course helped boost the profile of her business.

Carol said: "The course was aimed at businesses looking to find out how to help them achieve website optimisation, delivered with a hands-on approach with all cutting edge knowledge from a leading business university.

"It really doesn't get any better than that.

"I highly recommend any other business owners to attend this fantastic course."

www.meetup.com/NW-Small-Business-Meetup-Group

North West Small Business Meetup Group

Home

About

Calendar

Members

Photos

Mailing List

Message Board

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Promote!

Welcome, Small Business Entrepreneurs

Location

Manchester, England

Members

51 Small Business Entrepreneurs

Meetup topics

Small Business

Meetups

1 so far

Rating

No recent ratings

Founded

March 1, 2009



Our Sponsors

We're looking for Sponsors!

Support a Meetup group while getting exposure to active, local members.

Sponsor Our Meetup Group

What's new?

Sep 7

New member
Ian Howarth



Aug 19

New discussion
New Meetup: North West Small...
Started by **Stuart Wells**.

New photos
Posted by **Aleksei**

Organized by



Stuart Wells
email me

If you run a small business, or are thinking of doing in the near future, why not come to one of our meetings, make new contacts, exchange ideas, and learn from the experience of others. We plan to have regular monthly meetings, with a speaker on topics like Marketing, the Internet, Tax and VAT issues, Employments Law, Health & Safety etc etc etc. Meetings to be held in Central Manchester. All are welcome.

Our next Meetup

North West Small Business first group Meetup

Sep
17

Thu 6:00 PM

Where?

The Mark Addy Pub
Stanley St
M3 5EJ
Salford MK17 8AY

Who's coming?

4 Yes / 2 Maybe
(RSVP deadline:
September 17, 2009
12:00 PM)

Will you be there?

You RSVPed: **Yes**
[Change](#)

Other nearby Meetup Groups

[Thirty Day Challenge Meetup](#)



SEMM - Opportunities

- Established a course
- Train2Gain Business Link funding
- Agresso CRM system
- Financial Times Executive Education – Open programmes
- Building strategic partnerships with local agencies
- Salford business school Executive Education Needs analysis (SEENa) for the North West of England



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Thank you and join us at the meet-up

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Proud member of

North West Small
Business Meetup Group

Next Meetup in: **8** days **9** hours

A red rounded rectangular badge with white text. The top part says 'Proud member of' in white. The middle part says 'North West Small Business Meetup Group' in a black, handwritten-style font. The bottom part says 'Next Meetup in: 8 days 9 hours' with the numbers 8 and 9 in white boxes on a black background.

Sponsored by the Vice Chancellors Enterprise Development Fund 2009