



Course Aim

The aim of the recruitment and marketing Training Course is to provide the attendee with the ability record manage and report on student enquiries and market to students.

Pre-requisites

No specific training is required prior to this training course. However, it would be advantageous if you have a basic understanding of the Internet and web browser technologies and any type of portal.

Suggested Attendees

This course is intended to provide an overview of the system for management level users and detailed knowledge of the processes and functionality of Recruitment and Marketing for end users.

Course Content

Recruitment

- *Background Set-up Tasks*
- *Recording Student Contacts*
- *Student Searching*
- *Managing Student Contacts*
- *Recording Student Enquiries*
- *Managing Activities*
- *Corresponding with Students*
- *Bursary/Scholarship/Sponsorship Funding*

Marketing

- *Correspondence*
- *Reporting & Analysis*
- *Event Management*
- *Advert Management*
- *Campaign Management*
- *Feedback / Questionnaires*

Course Objectives

The attendee will obtain the skills to successfully record and manage students enquiries, and to market them successfully using the by understanding the relevant functional areas of Agresso CRM.

Methodology

An overview of the system setup functionality of Microsoft CRM, which is followed up by hands on training provided by the course leader to reinforce all aspects of the training.

Duration

1 day
From 10.00 a.m. - 16.30 p.m.

Location

Agresso's Swansea Training
Centre or customer site

Cost

POA - dependant on location.