



AMCIS

Admissions, Marketing and Communications
in Independent Schools

AMCIS DIPLOMA IN SCHOOLS MARKETING

- Widely recognised as the leading qualification in Independent Schools Marketing
- Residential training and networking opportunities
- Tailor-made, school-specific assignments with expert feedback and analysis
- Mix of marketing theory and practical application
- Now in its 16th year

Level 1:

Two day immersive residential course on
Marketing Strategy and Tactics

Level 2:

Candidates complete 3 one day workshops from a choice of sector specific topics and content

NEW PROGRAMME
- SEE INSIDE FOR DETAILS

25 hours
CPD

The **AMCIS Diploma in Schools Marketing** has been running for over 16 years. Recognised by independent schools as the only sector specific qualification for marketers, the Diploma is highly regarded and sought after.

As the sector has evolved, so has the role of marketing in schools, and following extensive research across our membership and beyond we have restructured and redesigned our Diploma in Schools Marketing to ensure that we deliver the most cutting edge and relevant course for those looking to gain experience and knowledge of marketing in the Independent Schools Sector today.

There are two levels to the new Diploma in Schools Marketing:

Level One: Marketing Strategy and Tactics

Wednesday 29 & Thursday 30 October 2021 - Hitchin, Hertfordshire

Objective:

Participants will learn the conceptual frameworks and practical techniques necessary for constructing a creative and competitive marketing audit and plan for their school.

Course Structure:

A two day residential course taking place in the Autumn term, with a school-based assignment to be completed and assessed following the course.

Training Methods:

Classroom-based learning, with discussion and team exercises alongside real-life case studies.

Assignment:

Delegates will be asked to complete an assignment allowing them to show that they can successfully implement the knowledge they have learnt on the course. This assignment will be marked and useful feedback given. All successful candidates will receive a Level One Certificate in Schools Marketing.

Venue:

Needham House Hotel, Little Wymondley, Hitchin, Hertfordshire, SG4 7JJ needhamhouse.co.uk

The hotel benefits from spa and gym facilities. It is located very close to the A1(M) and is a ten minute taxi ride from Stevenage station. The costs of the course include all meals and refreshments and an overnight stay.



Level One Course Content:

Day One - Tuesday 29 June 2021

- **Review of Key Concepts**
 - What is marketing
 - Definitions of marketing
 - Distinctive features of the schools' market
- **Marketing Planning – A Recommended Approach and Structure**
 - Structuring the marketing plan
 - Understanding the planning process
- **Assessing the Current Situation – The Internal Audit**
 - How to conduct an audit
 - Case study exercise
- **Assessing the Current Situation – The External Audit**
 - Understanding the business environment
 - Analysing your catchment area
 - Exploring trends
 - Competitor behaviour
- **Market Research**
 - Research techniques
 - Principles of good research
 - Writing a research brief
- **SWOT Analysis and Setting Objectives**
 - Principles of SWOT (or “SWEET” analysis)
 - Setting marketing aims and objectives

Day Two - Wednesday 30 June 2021

- **Developing a School Brand**
 - What, why and how
 - Defining an effective brand strategy
- **Digital Marketing**
 - Social media, SEO, email and content marketing
 - Global trends
 - Good and bad practice examination
- **Marketing Planning**
 - Creating a highly effective marketing plan
 - Integrating your plan within the School Development Plan



Level Two: Professional Development

It is widely recognised that the role of marketing in the Independent Schools sector is far reaching and the skills and expertise required will often depend on the make-up of the Marketing Department. As a result, Level Two of the Diploma is structured to allow delegates to focus on the specific areas which are of key interest to them and their School.

Course Structure:

Candidates will be required to attend three one day workshops from the six on offer **and complete the necessary assignment** for the three modules in order to gain the full Diploma in Schools Marketing.

Training Methods:

One day, interactive online workshops with numbers limited to 15 to ensure delegates are able to interact and actively participate in the day.

Delegates can choose from the following six one day workshops:

WORKSHOP	DATE	COURSE TUTOR
Implementing a Marketing Brand	Wednesday 13 January 2021	Shaun Mears, Director, Quantock
Digital Marketing	Thursday 14 January 2021	Claire Kniveton, Director, Aliciam Marketing Consultancy & Kate Anderson, Director, Aliciam Marketing Consultancy
Impactful Copywriting	Wednesday 17 March 2021	Sian Jones, Director, Sian Jones Consultancy
Personal Effectiveness	Thursday 18 March 2021	Sian Jones, Director, Sian Jones Consultancy
Marketing Strategy Research	Wednesday 9 June 2021	Heather Styche-Patel, Head of Insight & Client Services, RSAcademics Ltd
Stakeholder Communications	Thursday 10 June 2021	Rachel Hadley Leonard, Consultant, RHL Consulting & Simon Hepburn, Director, Marketing Advice for Schools

Further information about all of the individual workshops and assignments can be found in the accompanying Professional Development Workshop Brochure.

Venue:

For 2021, these workshops will be run online.

COSTS:

Full Diploma:	£1,275 (AMCIS member)	£1,775 (non-member)
Level One:	£795 (AMCIS member)	£995 (non-member)
Level Two:	£480 (AMCIS member)	£780 (non-member)

Please return your completed form to:

Melissa Huntsman, AMCIS, 57A Market Place, Malton, North Yorkshire, YO17 7LX

melissa@amcis.co.uk

01653 699800

amcis.co.uk



AMCIS Diploma in Schools Marketing Booking Form

DELEGATE DETAILS

Delegate Name _____ Mr/Mrs/Ms/Miss/ _____

Job Title _____

Telephone Number & Email _____

School Name _____

Address & Postcode _____

Contact Name for Invoicing _____

Contact Email for Invoicing _____

Any dietary requirements? _____

BOOKING & COST

Please tick the member or non-member rate box to enrol on Level 1. If you are also enrolling on Level 2 in order to complete the Diploma, please select the **three** Level 2 workshops that you will be attending.

I wish to enrol on the following course(s) - please tick the relevant box(es) to make your selection:

COURSE	DATE(S)	AMCIS MEMBER RATE	NON-MEMBER RATE
Diploma Level 1 - <i>Marketing Strategy & Tactics</i>	29 & 30 June 2021	£795 <input type="checkbox"/>	£995 <input type="checkbox"/>
Diploma Level 2 - <i>Professional Development</i>		£480 for 3 modules <i>(choose 3 below)</i>	£780 for 3 modules <i>(choose 3 below)</i>
Workshop - Implementing a Marketing Brand	13/01/2021	<input type="checkbox"/>	<input type="checkbox"/>
Workshop - Digital Marketing	14/01/2021	<input type="checkbox"/>	<input type="checkbox"/>
Workshop - Impactful Copywriting	17/03/2021	<input type="checkbox"/>	<input type="checkbox"/>
Workshop - Personal Effectiveness	18/03/2021	<input type="checkbox"/>	<input type="checkbox"/>
Workshop - Marketing Strategy Research	09/06/2021	<input type="checkbox"/>	<input type="checkbox"/>
Workshop - Stakeholder Communications	10/06/2021	<input type="checkbox"/>	<input type="checkbox"/>

VENUE

Level 1 - Needham House Hotel, Hitchin & Level 2 - Online

PAYMENT

Delegates will receive an invoice via email, along with a confirmation letter, following processing of their booking

CONFIRM

I have read and agree to abide by the AMCIS Terms and Conditions

Please tick here to confirm your acceptance of the AMCIS Ts & Cs

[AVAILABLE ON THE AMCIS WEBSITE](#)

Signature _____ Date _____

Please return your completed form to:

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ABOUT US

AMCIS has over 500 members. We provide support for those working in Admissions, Communications and Marketing in the Independent Schools Sector

ADMISSIONS CONFERENCE

The leading event for Admissions professionals in Independent Schools

ONLINE FOR 2020

EVERY NOVEMBER

IAPS/AMCIS CONFERENCE

A dedicated conference for those working in prep schools

ONLINE FOR 2021

EVERY JANUARY

PROFESSIONAL DEVELOPMENT

AMCIS offers recognised qualifications - for more details about our Certificate in Admissions Management or Diploma in Schools Marketing visit amcis.co.uk

AMCIS ANNUAL CONFERENCE

Save the date! Join over 200 delegates at our 2 day event

VENUE TBC

EVERY MAY

MYSTERY SHOPPING

AMCIS offers mystery shopping services for schools wanting an external, independent view of their tour visits. We can review nursery through to sixth form

AMCIS

57A Market Place Malton North Yorkshire YO17 7LX

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