



AMCIS

Admissions, Marketing and Communications
in Independent Schools



AMCIS DIPLOMA IN SCHOOLS' MARKETING

Widely Recognised • Tailor Made • School Specific • Practical Application

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WIDELY RECOGNISED AS THE LEADING QUALIFICATION IN INDEPENDENT SCHOOLS MARKETING

EXPERT FEEDBACK AND
ANALYSIS ON ASSIGNMENTS
THAT ARE TAILOR MADE AND
SCHOOL-SPECIFIC

MIX OF MARKETING
THEORY AND PRACTICAL
APPLICATION

PART ONE

A two-day immersive, online course on marketing strategy and tactics

PART TWO

Candidates complete three online workshops from a choice of sector-specific topics and content

The highly-regarded **AMCIS DIPLOMA IN SCHOOLS' MARKETING** is recognised by independent schools as the only sector-specific qualification for marketing personnel.

As the sector has evolved, so has the role of marketing in schools, and as such the Diploma in Schools' Marketing delivers the most cutting edge, relevant, informative and up-to-date course for those looking to gain experience and knowledge of marketing in the independent schools sector today.

The Diploma is designed to equip marketing personnel with an in-depth understanding of the process and provide a framework within which to effectively manage the success of their school's marketing programme. It is also an opportunity for them to assess their own skill for the role and take time out reflect on current practice while examining new ideas and approaches.

The Diploma is suitable not only for those new to the marketing role, but also those who have taken on an increased marketing responsibility and need to expand their knowledge and develop their skills. For those with more experience, the course allows time to reflect on and consolidate knowledge and skills and ultimately gain a formal qualification.

As the Diploma course specifically focuses on the marketing activity of UK-based day/boarding independent schools, it is not suitable for those in international schools.

Confidentiality is a high priority for AMCIS and assignment and delegate confidentiality will be maintained at all times.

PART 1: MARKETING STRATEGY AND TACTICS

Wednesday 9 & Thursday 10 October 2024 – Online

THE OBJECTIVE

Candidates will learn both 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 course with a school-based assignment to be completed and assessed following the course.

TRAINING METHODS

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

THE VENUE

Online via the Zoom Meetings platform.

YOUR ASSIGNMENT

Candidates will be given twelve weeks to complete an assignment allowing them to show that they can successfully implement the knowledge they have learnt on the course. The assignment will involve an internal audit and analysis of the candidates own school situation. As a general guide, we suggest that this assignment should consist of between 2,000 words and 5,000 words, which is likely to require between 8 and 20 pages. All aspects of the assignment will be discussed during the course. Course directors will mark your assignment and provide useful feedback.

The assignment must be submitted by the deadline, in order that it is guaranteed to be marked and graded and be able to be used towards the Diploma in Schools' Marketing.

COURSE DIRECTORS

Heather Styche-Patel, CEO and David Alder, Head of Strategy and Marketing Consultancy Services, RSAcademics Ltd.

THE COST

Full Diploma: £1000 (AMCIS member) £1,605 (non-member)

Part One: £460 (AMCIS member) £765 (non-member)

Part Two: £540 (AMCIS member) £840 (non-member)

PART 1: COURSE CONTENT

DAY 1: WEDNESDAY 9 OCTOBER 2024

DAY 2: THURSDAY 10 OCTOBER 2024

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



PLEASE NOTE

The Diploma should be completed in order, Part 1 first followed by Part 2 as Part 2 builds on the knowledge gained in Part 1.

Part 1 and Part 2 must be completed in their entirety (including submission and passing of the relevant assignments), within TWO academic years, to be awarded with the Diploma in Schools' Marketing.

PART 2: WORKSHOPS

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, Part Two of the Diploma in Schools' Marketing is structured to allow delegates to focus on those specific areas which are of key interest to them and their school.

COURSE STRUCTURE

Candidates will be required to select and attend three workshops from the following six, and to complete the necessary assignment for each of their three chosen workshops:

- Implementing a Marketing Brand – Wednesday 8 January 2025
 - Digital Marketing – Thursday 9 January 2025
 - Impactful Copywriting – Wednesday 12 March 2025
 - Personal Effectiveness – Thursday 13 March 2025
 - Marketing Strategy Research – Wednesday 4 June 2025
 - Stakeholder Communications – Thursday 5 June 2025
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YOUR ASSIGNMENT

Candidates will be given six weeks to submit each workshop assignment. Previous successful candidates have indicated that an assignment takes approximately eight hours to complete. All aspects of the assignment will be discussed during the workshop. Course directors will mark your assignment and provide useful feedback.

The assignments must be submitted by the deadlines, in order that they are guaranteed to be marked and graded and be able to be used towards the Diploma in Schools' Marketing.

THE VENUE

Online via the Zoom Meetings platform

WORKSHOP CONTENT

IMPLEMENTING A MARKETING BRAND

- How to assess your school brand identity – practical tips and procedures to assess your own school brand identity
- Define a brand identity in 10/20 words – an exercise to define the definitions of school brand identity, brand personality and brand image
- Creating your distinctive school brand
 - Reviewing your communications
 - Competitor research
 - Understanding your verbal identity
 - Working with agencies
- Choosing a partner
 - Organising a design pitch
 - Assessing agencies – the good and the bad!
- Planning implementation
 - Conducting a photography and signage audit
 - Developing an implementation programme, timescales and process
 - Phased implementation
- Brand guidelines
 - Writing a brief
 - Managing implementation



DURATION: One day workshop

COURSE DIRECTORS: Mark Dalton, Managing Director and Alastair

Poole, Head of Marketing, Strategy and Business Development,

Quantock

WORKSHOP CONTENT

DIGITAL MARKETING

■ Digital platforms explored

- o Update on the key social media sites
- o Positives and negatives of the platforms

■ Digital advertising

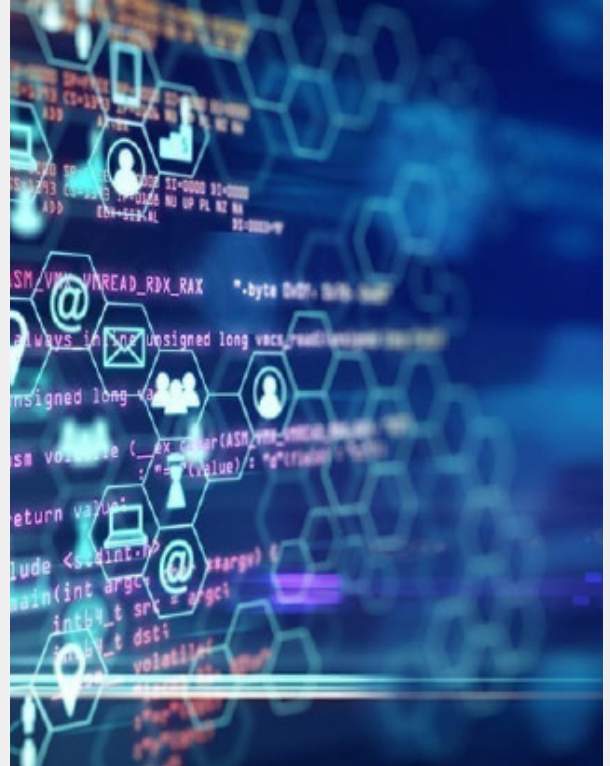
- o Understanding paid advertising; reviewing and refining tips
- o SEO, Google Analytics and social media insights explained

■ Content marketing strategy

- o What is a content strategy and why is it important?
- o How to create, deliver and manage content
- o Measuring results

■ Digital marketing strategy

- o Update on the digital landscape
- o How to create a digital marketing plan
- o Understanding how digital marketing strategy fits in the bigger picture



DURATION: One day workshop

COURSE DIRECTOR: Emma Fell, Director, Attenger Digital

WORKSHOP CONTENT

IMPACTFUL COPYWRITING

- All delegates attending this course are asked to bring a tablet or laptop and the following pieces of copy / writing to the course:

- o A piece of writing of which they are proud
- o A piece of writing they would like to improve
- o A piece of writing they have in mind that they will require for the future

- Preparing to write

- o Introductions
- o Verbal identity
- o Key messages
- o Establishing the fundamentals

- Effective writing techniques

- o Difference between effective and persuasive
- o Key skills and tips

- Editing

- o The art of editing
- o Common mistakes to avoid
- o Practical tips and checklists



DURATION: One day workshop

COURSE DIRECTOR: Sian Jones, Director, Sian Jones Consulting

WORKSHOP CONTENT

PERSONAL EFFECTIVENESS

■ Influential report writing

- o Writing concise and relevant reports
- o Constructing a coherent argument
- o Influencing and positively shaping stakeholder thinking

■ Maximising your presentation skills

- o Improving your overall performance – tips and strategies
- o Effective preparation for presentations

■ Effective time management

- o Practical tips to maximise your effectiveness during working hours

■ Stress management

- o Recognising stress – in yourself and others
- o Techniques to manage and reduce stress levels

■ Handling difficult situations

- o How to challenge effectively
- o Honing negotiation skills
- o Building a rapport – tips and strategies



DURATION: One day workshop

COURSE DIRECTOR: Sian Jones, Director, Sian Jones Consulting

WORKSHOP CONTENT

MARKETING STRATEGY RESEARCH

- Market research – an introduction
 - o Understanding market research
 - o The role of market research
 - o Desk research – how to get started
- Research beyond your desk
 - o The role of specialist research
 - o Expert interviews
 - o Postcode and demographic analysis
- Researching key stakeholders
 - o Who to research
 - o What to find out and when?
 - o Asking the right questions
- Finding the right methodology
- Different ways to research • Understanding when to use which approach



DURATION: Half day workshop

COURSE DIRECTORS: Heather Styche-Patel, CEO and David Alder, Head of Strategy, Marketing & Conutancy Services, RSAcademics Ltd

WORKSHOP CONTENT

STAKEHOLDER COMMUNICATIONS

■ Stakeholder analysis overview

- o Identifying the key stakeholders
- o 'Stakeholder Analysis Grid' – how to use it

■ Understanding your stakeholders through research

- o Focus groups
- o Surveys
- o Data insight

■ Building trust with your stakeholders

- o How to engage senior management, governors and staff
- o Working with families within your parental body
- o Involving pupils – ideas and suggestions

■ Attracting disengaged stakeholders

- o Working with local communities and business
- o Alumni programmes – an overview
- o Local and national media relations
- o Creating long term relationships

■ Crisis management

- o Building trust quickly
- o Managing and sharing information to minimise the impact

■ Creating your own stakeholder engagement plan

- o Learning from best practice case studies
- o How to implement in your school



DURATION: One day workshop

COURSE DIRECTOR: Rachel Hadley-Leonard, Consultant, RHL Consulting

CONTACT

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