

# Marketing Tips



**Email** - do you have access to the emails of your student cohort so you can contact them directly? Can anyone in your school/faculty assist you with this?



**Social media** - who oversees your school's/faculty's Facebook pages? A post on this can sometimes attract some good attention.



**Lectures and Blackboard** - can anyone in your school/faculty, assist? How about your course coordinators? Sometimes they can help you to advertise via lectures (e.g. use a PowerPoint slide), or by a Blackboard announcement.



**Learning Centers** - does your school/faculty have learning centers or spaces where you could drop in and talk to students directly?



**Clubs and Societies** - is there a UQU club or related to your desired cohort? Contact them to see if they can post on their social media or can help contact your desired cohort more directly.



**School/Faculty Events** - are there any upcoming events at which you can promote this opportunity?



**University Events** - if there are applicable events / weeks / promotions being held by UQ, try to co-ordinate to link into these activities e.g. UQ Sustainability Week, Research Week



**Newsletter** - does your school/faculty have a newsletter where you could include an advertisement or announcement?