

# Theology Campaign Summary

## Background

The Bachelor of Theology is a new program offered by the University of Newcastle for mid-year entry in 2007.

### *Important Dates for mid-year Theology entry:*

April 11	– UAC application open
April 11	– Applications for Equity Scholarships open
May 25	– First round offers available
June 1	– UAC closing date for Mid-year applications
June 8	– Closing date for change of preferences
June 8	– Closing date for Equity Scholarships
June 25	– Uni offers available online

## Strategy

### Marketing Objectives

- to promote the Bachelor of Theology as a new degree program offered by the University of Newcastle and generate enquiries/applications.
- to provide quality information to prospective students so they can make informed decisions to maximise our mid-year intake for Theology.

### Target Audiences

- **Primary Target Audience –**
  - 18 to 25 non school leavers interested in religious study
  - 25+ mature age students interested in religious study
- 1. Newcastle
- 2. Central Coast
- 3. Northern Sydney
- 4. Port Macquarie

### Key Messages

1. Why wait for 08?

2. Theology graduates are highly sought after and if you apply now for our new Bachelor of Theology degree program, you can start studying in July.

#### *Call to action:*

If you need more information, come to one of our information evenings:

#### **Central Coast – Ourimbah campus**

Venue: Main administration building  
Dates: Wednesday 22 May 2007 4pm – 7pm

#### **Newcastle – Callaghan campus**

Venue: Great Hall  
Dates: Thursday 24 May 2007 4pm – 7pm

#### **Port Macquarie campus**

Venue: Canteen – B block  
Date: Monday 28 May 2007 4pm – 7pm

Phone: 4921 5000 or visit: [www.newcastle.edu.au/theology](http://www.newcastle.edu.au/theology)

## Implementation

### Marketing Mix

- Press advertising – columns (mainstream), targeted religious publications – see Excel spreadsheet
- Radio – RhemaFM (religious), 2NURM (mainstream)
- Web
  - Homepage
  - Landing page and links
- PR
  - radio interviews
  - media releases
- Direct HTML email

**Timing** – 23 April through to 1 June 2007

**Budget** – Total budget approx \$15,000

### Evaluation

The success of the campaign will be measured by the number of undergrad student enquiries/applications generated for the Bachelor of Theology at the University of Newcastle's mid-year entry 2007.

### Further Information

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