

DIY MARKETING – USING IT TO ATTRACT IT STUDENTS

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How do you attract IT students using stock standard paper based marketing materials? Why not use and demonstrate the tools used within the courses that you are advertising as the marketing media?

As part of the 2005 intake recruiting push, the author, course advisor and lecturer of multimedia application development, developed an interactive multimedia application in Flash. The application provided a central repository of information for all courses offered by the School of Information Systems and Computing.

The perceived benefits of the development of this application was, that unlike the existing documentation, it contained detailed information about a variety of courses, including descriptions of every module or paper. It also provided pre-requisite information and graduate and employer testimonials.

Another advantage of this delivery method was the portability of the media. CDs are easily posted or alternatively the application is simply emailed regardless of cost or geography.

This poster discusses the decision to develop the application, review the content of the application and identify the potential it has for successfully marketing IT courses in the tertiary sector.

