Developing a Phase 1 proposal (Concept Plan) – key criteria

1. Why offer the course? 
   Provide a rationale for offering the course
2. Strategic and Operational Priorities
   Demonstrate alignment
3. Market Research and Analysis
   Provide evidence of demand
4. Competitor Analysis
   National and International benchmarking
5. Risk Management
   Identify any risk including financial risk

Who can provide help?
For guidance and help when completing these sections contact your Faculty Marketing Office and Brand, Marketing and Recruitment