

Scope of Work for marketing of DLSEI-II

DLSEI:

The Digital Learning & Skills Enrichment Initiative (DLSEI) is an initiative of Higher Education Commission (HEC) Pakistan in partnership with Coursera. DLSEI intends to enhance online learning and skills development among passionate students. They will be able to access courses and certifications from top universities of the world and get an opportunity to enroll themselves in the highest-ranked and most expensive online courses.

Marketing kit for focal persons:

As per the scope of the project, we need to make students aware of Coursera and motivate them to get enrolled in a world-class learning platform. The primary pillar of marketing for the project is through the focal persons to engage the students. Along with using the conventional approach for marketing, digital marketing will also play a key role in the launch and execution of the DLSEI Phase II. It is one of the best tools to deliver messages to the target audience because it connects on a level that more general advertising can't.

A complete marketing kit is provided to the focal persons through which all the marketing platforms can be covered. Focal persons are requested to use all the possible tools of marketing available in the kit so that a maximum number of students can get information about the project and also a maximum number of licenses can be utilized.

Following is the list of tools provided to the focal persons in the kit.

- **Social Media + Collateral posts**
- **SMS Drafts**
- **Email Drafts**
- **Student Flow Chart**
- **Student Journey**
- **Presentations**
- **Marketing Video**

1. Social Media Posts + Descriptions:

Facebook is the most used social media app among the students as well as the faculty members, so it is an effective way of delivering information about the DLSEI-II. The focal persons are, thus, requested to share the collaterals of DLSEI-II on the Facebook page of their respective universities.

2. Send SMSs to the Learners:

A pre-launch SMS will be sent to the students to make them aware of the DLSEI-II project and motivate them to avail the opportunity by taking courses from top-ranked global universities.

SMS marketing plays a key role and is an integral part of the success of the project as SMS is a direct and immediate channel to interact with the students.

3. Send Emails to the Learners:

The focal persons are requested to send awareness emails to the learners. As social media posts can only reach the people who follow the Facebook page or any other social media account, so to notify the students and faculty members individually, the focal persons are requested to email them on their active updated email IDs.

4. Send WA messages to the Learners:

A better option to communicate with students is via Whatsapp. A healthy discussion can be done on Whatsapp where focal persons can share DLSEI-II related media (pictures, links, etc.) with the students and answer the queries of the students effectively. It is recommended but optional and is dependent whether the respective university uses this approach to reach their students

5. Information to be shared on University Portals:

Students often visit the university portal for different purposes (i.e., to check attendance, grades, etc.). So the focal persons can put the information regarding DLSEI-II on the very first interface of the university portal or the news section of the website so that students can know about the project.

6. DLSEI-II Marketing Video:

The marketing video, provided to the focal persons, is to be shared with the learners through university portals and social media pages, and youtube channels (if available) to inform and provide details about the DLSEI-II project upon the students' request.

7. Student Journey:

All the phases that a student will go through, from registration for DLSEI-II till the completion of a course, are shown by the flowchart of "Student Journey", provided to the focal persons. "Student Journey" is a complete guide for students about how they will progress in a course, license revoking policy, and what are the conditions for the reimbursement of fees to the students, etc.

8. Student Flow Chart:

A flowchart for students is provided to the focal persons. The flowchart shows the complete process of how a student can get registered in the DLSEI-II project. The focal persons can share the flowchart with the students and help them understand the registration process.

9. Student-facing slides to use in a Presentation or with a social media post:

The presentation provided to the focal persons is recommended to be presented/shared with the learners. The presentation highlights the benefits of online courses, DLSEI initiative, impact and details of DLSEI-I, and characteristics of DLSEI-II.

Note: *Apart from spreading awareness about the project to the students of public universities. Focal persons are requested to kindly inform their Alumni students as well about the project. A separate quota is allocated for Alumni in the DLSEI project. Focal persons can only inform their Alumni, universities are not responsible for their registration.*