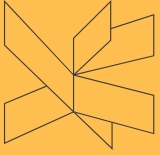


Get the whole story
VIA University College



The communication dilemmas you don't learn about in school

Boye 22, Aarhus, November 8th

Hi! I'm Anja.

Here is my timeline



What does it mean to be a communication **partner**?



What does it mean to be a communication **partner**?

My job is to **attract students** to VIAs danish study programmes – and mainly the ones aimed at the private sector – through **campaigns** and other marketing efforts.

I make sure our **strategy and efforts are aligned with current needs** of the various programmes through close **cooperation with deans** and education managers.

Our team includes **copy writers, videographers, social media specialists, graphic designers and digital marketing specialists**. And communication partners.

How many of you **work in education?**



How many of you
**work in an organisation/
company with +500 employees?**

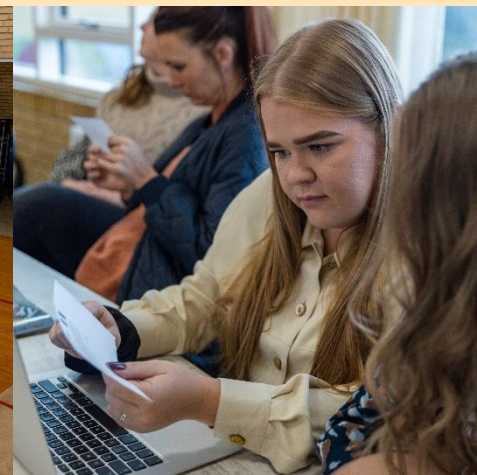
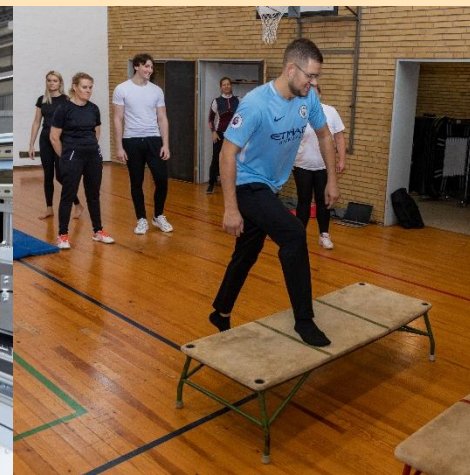


How many of you
**work in a central communication
or marketing department?**

A grayscale photograph of a wooden bowl filled with various fruits, including apples, pears, and oranges, resting on a wooden surface. The text is overlaid on the upper left portion of the image.

How many of you
are in charge of marketing
one brand/sub-brand?

What is VIA University College?



Find vejen frem
**VIA University
College**



Campus Holstebro
via.dk/holstebro

- Byggetekniker
- Bygningskonstruktør
- Ergoterapeut
- Fysioterapeut
- Forberedelseskurser for indvandrere og flygtninge (FIF)
- Lærer
- Pædagog
- Socialrådgiver
- Sygeplejerske

Nørre Nisum
via.dk/noerrenisum

- Lærer
- Højere Forberedelseseksamen (hf)

Campus Silkeborg
via.dk/silkeborg

- Lærer
- Sygeplejerske

Skive
via.dk/skive

- Lærer

Campus Herning
via.dk/herning

- Beklædningshåndværker
- Design og business
- Designtechnolog
- Professionsbachelor i skat
- Sygeplejerske
- Tekstil design, håndværk og formidling

Ikast
via.dk/ikast

- Pædagog

Campus Viborg
via.dk/viborg

- Character Animation (EN)
- Computer Graphic Arts (EN)
- Graphic Storytelling (EN)
- Forberedelseskurser for indvandrere og flygtninge (FIF)
- Pædagog
- Pædagogisk assistent
- Sundhedsadministrativ koordinator
- Sygeplejerske



Campus Randers
via.dk/randers

- Forberedelseskurser for indvandrere og flygtninge (FIF)
- Psykomotorisk terapeut
- Pædagog
- Professionsbachelor i skat
- Sygeplejerske

Campus Aarhus N
via.dk/aarhusn

- Bioanalytiker
- Ergoterapeut
- Ernæring og sundhed
- Fysioterapeut
- Sygeplejerske

Campus Aarhus C
via.dk/aarhusc

- Administrationsbachelor
- Beklædningshåndværker
- Byggetekniker
- Bygningskonstruktør
- Design og business
- Diakoni og socialpædagogik
- Forberedelseskurser for indvandrere og flygtninge (FIF)
- Global Business Engineering
- Kristendom, kultur og kommunikation
- Lærer
- Pædagog
- Socialrådgiver
- Sundhedsadministrativ koordinator
- Value Chain Management
- Multiplatform Storytelling and Production

Grenaa
via.dk/grenaa

- Pædagog

Campus Horsens
via.dk/horsens

- Adgangskursus til ingeniøruddannelserne
- Byggetekniker
- Bygningsingeniør
- Bygningskonstruktør
- Global Business Engineering
- International handel og markedsføring
- Klimaingeniør
- Kort- og landmålingstekniker
- Markedsføringsøkonom
- Maskiningeniør
- Produktionsingeniør
- Produktionsteknolog
- Pædagog
- Pædagogisk assistent
- Softwareingeniør
- Sygeplejerske
- Value Chain Management

Many **programmes**...



...different **challenges**

Strategy for attracting new students

aka marketing strategy

1

Increase awareness/knowledge about VIA University College and the wide range of programmes

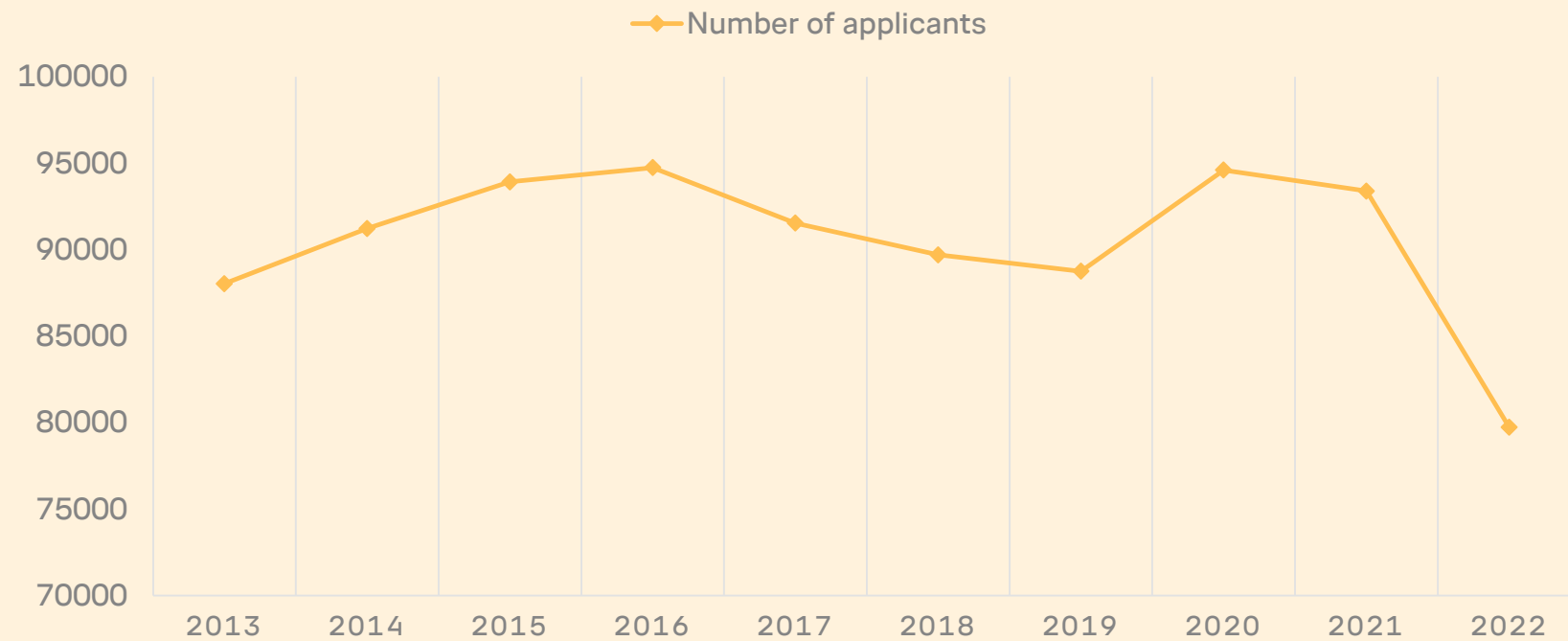
2

Special initiatives for particularly challenged programmes (i.e. Engineering, school teachers programme)

3

Tactical campaigns for e.g. application deadlines

Applications for higher education in Denmark



A wooden chair is positioned in a dark room, illuminated by a spotlight from above. The chair is made of light-colored wood and has a simple, functional design with a backrest and a seat. The floor is dark and reflective, showing the shadow of the chair. The overall mood is somber and focused.

83%

of VIAs programmes had
available spots after
ordinary admission 2022

Dilemma: **do we change strategy?**

Discuss in groups or with the person next to you:

- Do you recognise this dilemma (branding vs. promoting specific “products”)?
- What would you do?

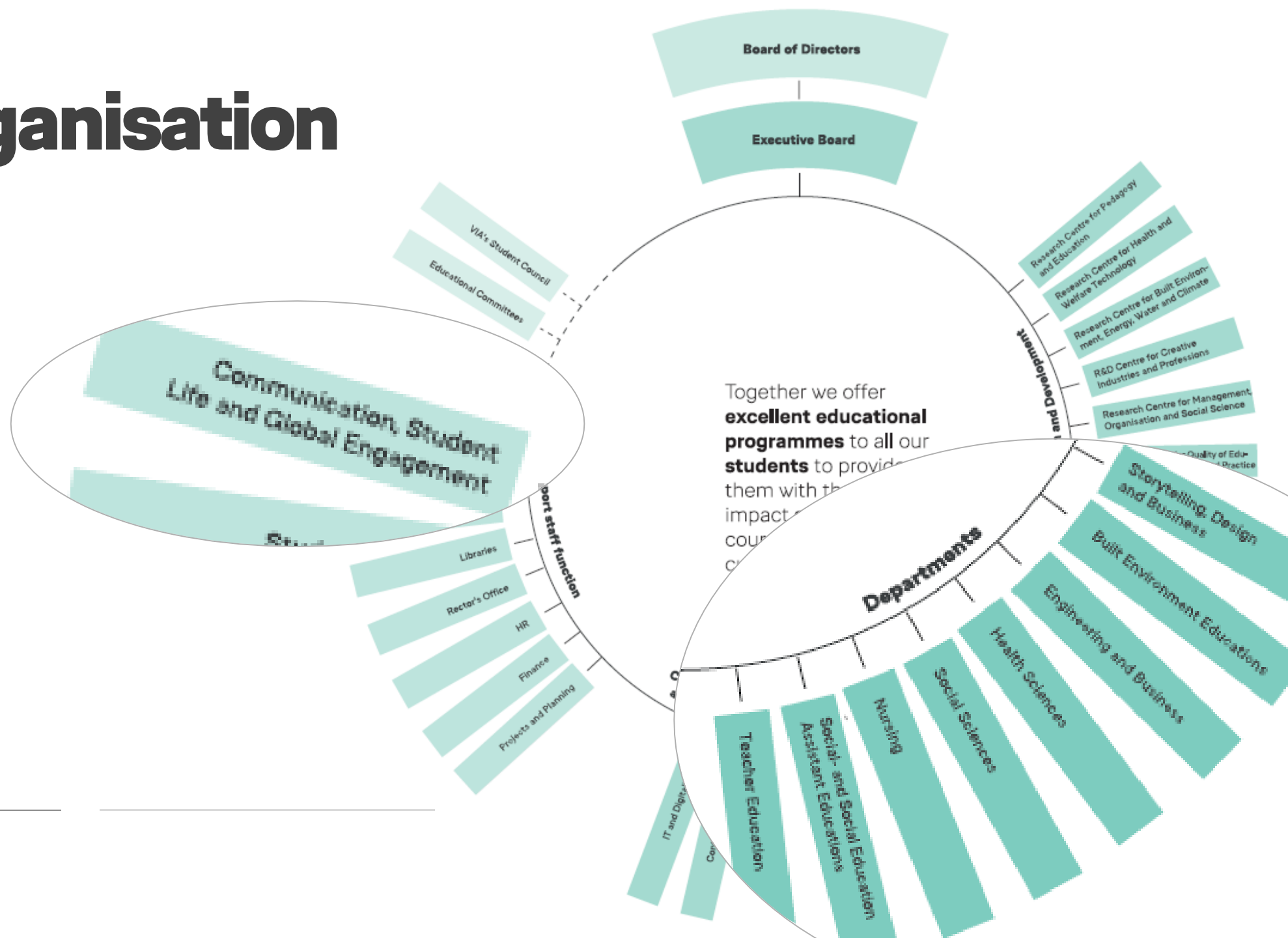
Commercial translation:

Your cash cow products are seeing heavy declines in sales for reasons out of your control. Do you continue to focus on high-level branding rather than promoting all sub-brands individually?

On to the **next one...**



VIAs organisation



How **governmental funding** works

**More
students**

**More
money**

Dilemma: **programmes with more resources**

Should the central support functions “follow the money”, despite other programmes having more significant challenges?
Or allow for decentralised efforts?

Discuss in groups or with the person next to you:

- Do you recognise this dilemma?
- What would you do?

Commercial translation:

One sub-brand is doing very well and want to increase marketing efforts to expand their market even further. At the same time, another sub-brand is really struggling and do not have enough resources for the necessary campaigns.

Moving on...



The **niche sub-brands**

Some of our study programmes are among the biggest in the country.

Others accept 30 new students each year, but are among the best in the world, and "biggest" within their niche.



Dilemma: **branding VIA or the programme?**

Should unique programmes have their own brand, own name, own logo etc.?

Discuss in groups or with the person next to you:

- Do you recognise this dilemma?
- What would you do?

Commercial translation:

A new line of products appeals to a different target audience than the main brand – but establishing a new brand is costly and reduces synergy between the products. Will the new line carry the main brand name?

What is **your biggest dilemma?**

VIA University College



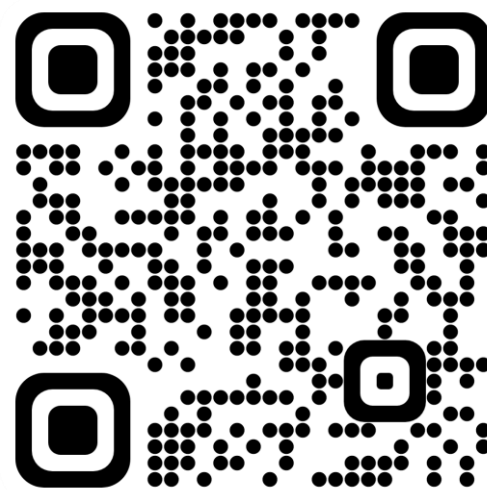
15. november 2022
23



Thank you for listening and participating

Don't be a stranger

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jafl@via.dk