

MSRE Program Marketing Strategy

Welcome to our comprehensive marketing strategy for the Master's in Real Estate (MSRE) program. Based on extensive student survey data, we've developed targeted recommendations to enhance program visibility and appeal among undergraduate students.

Our analysis identifies the optimal target audience, most effective communication channels, and key program attributes to emphasize in messaging. This data-driven approach will help maximize enrollment by reaching the right students with compelling information about the program's benefits.

background from a top business School in quantitative financial analysis and management, and specifically prepares you for careers in the financial, management, and the operations aspects of real estate.

cumulative GPA above 3.0 **have expedited application with guaranteed admission** to one of four MS Programs in Business Analytics, Finance, Real Estate and Supply Chain Management.

WHAT YOU CAN DO WITH A MSRE?

ACCESS TO INDUSTRY PROFESSIONALS.

Integrated with the its international network of real estate professionals, many who are alumni of Leeds.

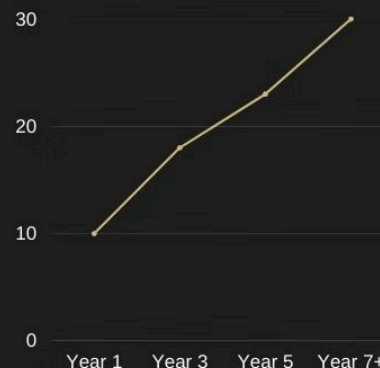
SLINGSHOT YOUR PATH TO CAREER SUCCESS.

Instead of having to work up the real estate ladder to hopefully reach a career goal, you'll slingshot forward by having unique learning

IT'S WHERE THE JOBS ARE.

More global wealth is invested in real estate than all the world's stocks and bonds combined, yet fraction of the finance workforce.

PROGRAM POINTS OF PRIDE



100% Graduation Rate

To maximize post-graduation opportunities in crucial aspects of the real estate industry.



90%+ Job Placement Rate

Getting your resume in front of the right person can be the difference between getting noticed and being skipped over.



#1 NAIOP Case Comp. Winners

Capitalize on built-in opportunities in the Leeds MS Real Estate program including networking with industry leaders, professional mentorship and practical, hands-on experiences.



Target Audience: Junior Undergraduates



Timing is Perfect

Juniors are actively planning their future and exploring post-graduation options



Open to Exploration

Juniors consider more options than other class years



Data Supported

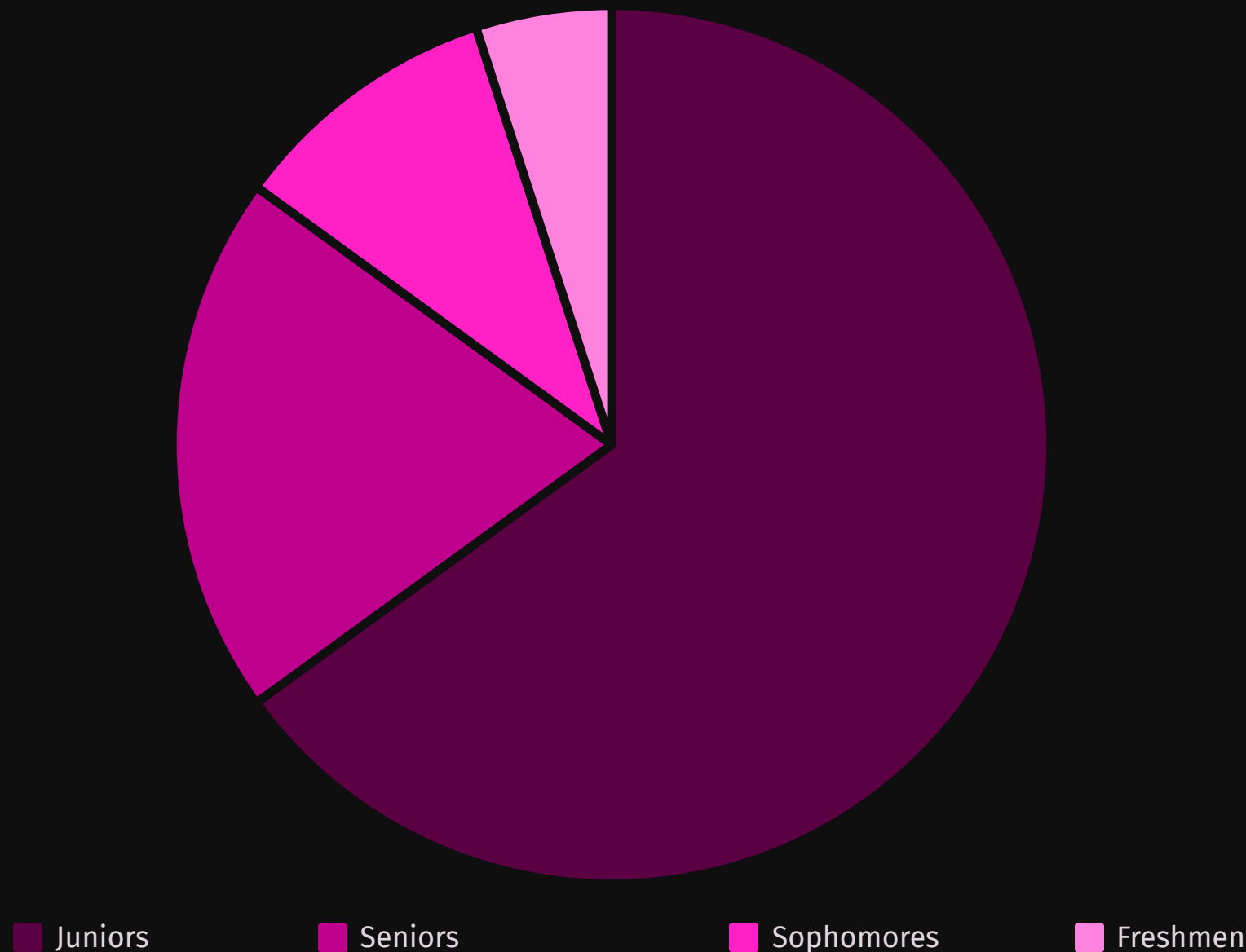
Survey results show juniors are most likely to consider the MSRE program



Future Planning

Unlike seniors who are finalizing plans, juniors have time to incorporate MSRE into their career strategy

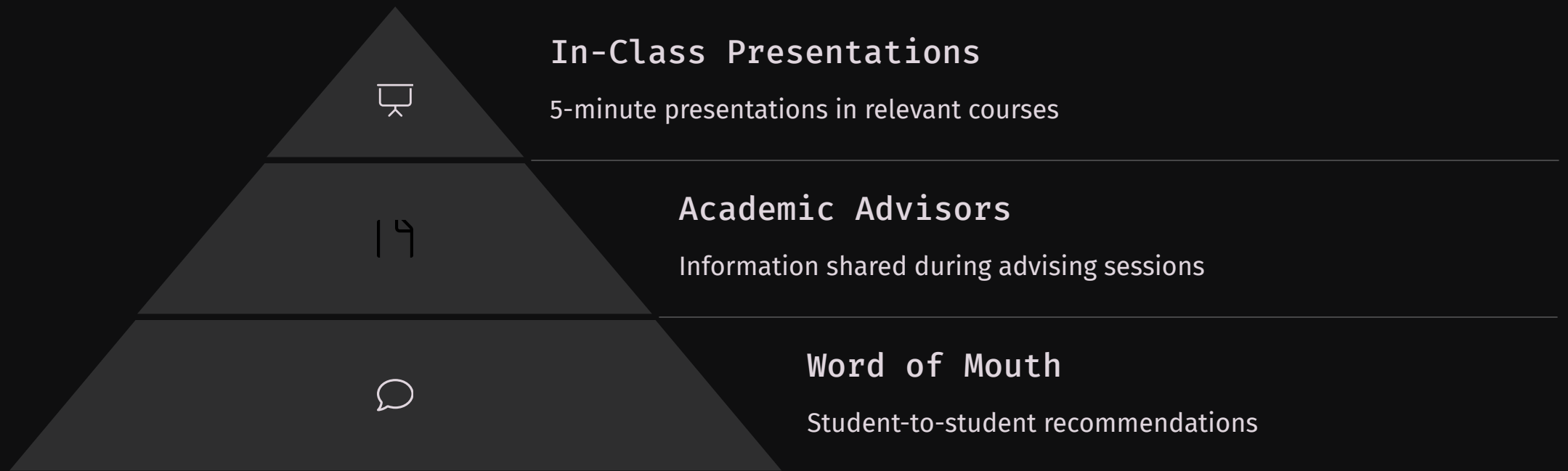
Survey Respondent Demographics



Our survey data shows a significant majority of respondents were juniors, which influenced the overall results. This demographic distribution aligns with our recommendation to target juniors, as they demonstrated the highest awareness of and interest in the MSRE program.

While we found no statistically significant differences in interest across different majors, the class year emerged as a key factor in predicting program interest. This supports our strategy of targeting based on academic year rather than field of study.

Primary Communication Channels



Our exploratory factor analysis revealed two distinct groups of communication channels that students respond to similarly. The first group, which we recommend as your primary channel, includes in-class presentations, academic advisors, and word of mouth.

Survey data indicates these channels are the preferred methods of communication for students considering graduate programs. These high-touch, personal interactions create opportunities for meaningful engagement and allow for immediate question answering.

Secondary Communication Channels



Instagram

Visual platform ideal for showcasing student success stories and campus life



Snapchat

Ephemeral content to create urgency and highlight application deadlines



Twitter

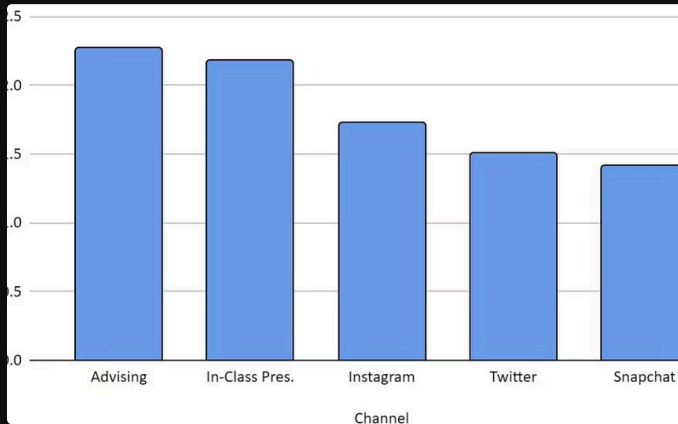
Quick updates about program news, industry trends, and networking opportunities

While rated lower in preference than our primary channels, social media platforms offer significant advantages for program promotion. These channels can help reach higher volumes of students, generate broader awareness, and target specific audience segments through advanced targeting options.

We recommend developing a coordinated social media strategy across these platforms to complement the more personal primary channels, creating a comprehensive communication approach.

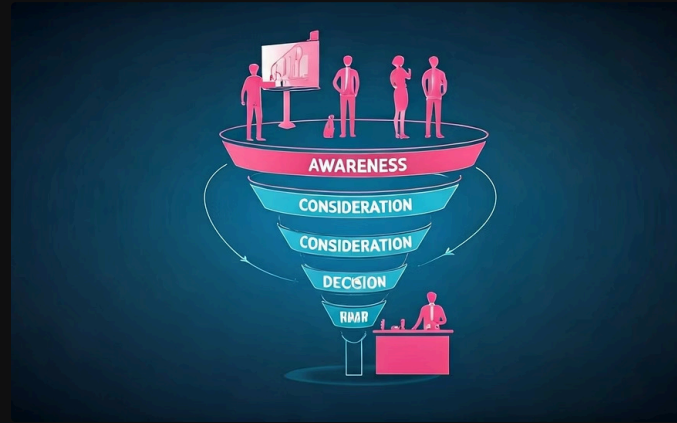


Channel Preference Analysis



Communication Channel Preferences

This graph compares average preference scores across different communication channels. The highest level of preference was scored at 3 points while the lowest level was scored at 1 point. In-class presentations and advisor recommendations clearly emerged as the most preferred channels.



Recommended Channel Strategy

Our two-tier approach leverages high-preference channels for direct engagement while using social media to create broader awareness. This combination maximizes both depth of connection and reach.



Social Media Opportunity

Despite lower preference ratings, social media channels offer significant potential for targeted messaging and building program awareness among students who may not be reached through traditional channels.



Implementation Recommendations

Develop Targeted Materials

Create presentation materials and advisor packets highlighting job placement, salary potential, and mentorship opportunities. Design social media content that resonates with junior undergraduates.

Schedule In-Class Presentations

Coordinate with professors of junior-level courses across various majors to schedule brief 5-minute presentations about the MSRE program, focusing on the key attributes identified.

Train Academic Advisors

Conduct information sessions for academic advisors to ensure they have accurate program information and understand which students would benefit most from the MSRE program.

Launch Social Media Campaign

Implement a coordinated campaign across Instagram, Snapchat, and Twitter with consistent messaging about program benefits, application deadlines, and student success stories.