

Peter R. Davis, Senior Lecturer
Faculty of the Built Environment Art and Design,
Curtin University of Technology,
Perth,
Western Australia, WA 6854
Telephone: +61(0) 8 9266 7350,
Facsimile: +61(0) 8 9266 2711,
E-mail: p.davis@curtin.edu.au

Biography Peter Davis

Peter has been teaching at Curtin University for 10 years and has actively pursued his interest in teaching research over the period, presenting papers at many Teaching and Learning Conferences. Peter is currently Chair of AUBEA (Australasian Universities Building Education Association) and convened the 25th AUBEA conference on Teaching and Learning, Perth 2000. In 2002 Peter was appointed as the Divisional Teaching and Learning Associate for Humanities and represents his Faculty on Divisional Teaching and Learning Committees.

Marketing university construction courses: is it all in the name?

Abstract

There are several strategies that construction courses must consider if they intend to remain viable. Marketing is one of them. Many 'new-age' industries command high levels of enrolment interest together with associated quota allowance, but offer little at graduation in terms of employment continuity from a professional perspective. Construction quota appears hard to fill but graduands are in demand by diverse associated industries well prior to course completion. Marketing construction through high school career evenings, liaising with professional and TAFE institutions has little influence on school leavers. Lobbying employer organisations produces little impact. So what is the answer? Change the name of construction courses to one more interesting and inviting. Portray a broader scope and content that describes 'new' diverse career opportunities that are currently available. In marketing terms one should consider the 4Ps from a service marketing perspective add service value and particularly re-evaluate the channels of communication currently used to market construction courses. The paper reviews some pertinent marketing literature and evaluates strategies undertaken to market construction courses. Some useful marketing tools are provided that may well assist diverse and associated courses.

Key words

Construction courses, University, Marketing strategy, Relationship Marketing