

Information Governance Assistant
Wulfruna Building
Offices of the Vice-Chancellor
Legal Services
University of Wolverhampton
Wulfruna Street
Wolverhampton WV1 1LY

T. +44 (0)1902 321000 (Switchboard)

Ref: FOI-69-21

By email: request-742569-46ee24f8@whatdotheyknow.com

Dear Ms Gupta,

FREEDOM OF INFORMATION REQUEST – REF: FOI-69-21

I refer to your Freedom of Information request for information received by the University of Wolverhampton on 30 March 2021, in which you requested access to the following information, specifically:

Please could you provide a breakdown of advertising and marketing expenditure by line item? If this could be submitted as an excel that would be much appreciate.

Ideally this would cover the following questions:

1. What has been the total annual budget for marketing over the last 5 years (2017-2021)?
2. How much of the marketing budget is spent on in-house marketing and how much is spent on 3rd party providers (e.g. Agencies)?
3. What are they types of third party services used e.g. (managed marketing services, content creators, self-service platforms) and how is the expenditure distributed among them?
4. How much of the marketing budget is spent on digital advertising and how much is spent on traditional advertising methods?
5. What is the segmentation of digital expenditure by channel (e.g. how much is spent on Facebook ads, Google ads etc.)?

Your request will now be considered in accordance with the *Freedom of Information Act 2000*. You will receive a response by 29 April 2021, in accordance with the statutory timescale of 20 working days as defined by the Act. In some circumstances we may be unable to achieve this deadline. In this instance you will be informed and given a revised timescale at the earliest opportunity.

There may be a fee payable for the retrieval, collation and provision of the information you request. You will be informed accordingly if a fee is applicable and the 20 working day timescale will be suspended until we receive payment from you. If you choose not to make payment then your request will be withdrawn.

Some requests may also require either full or partial transference to another public authority in order to satisfy your request. You will be informed if your request is transferred to another public authority.

Should you have any enquiries regarding your request for information, please do not hesitate to contact legal services via email at FOI@wlv.ac.uk.

Yours sincerely

Liam Jackson
Information Governance Assistant
30 March 2021