

Response Date: 23rd April 2021

The University College of Osteopathy (UCO) is the largest osteopathic educational institution in the UK, and our evidence-informed approach, high-quality teaching and excellent clinical opportunities attracts students from around the world and produces graduates who go on to leading roles within the profession.

Based in Southwark, London we deliver undergraduate and taught postgraduate degree level courses.

Please find below the response to your Freedom of Information Request that you submitted on the 26th March 2021.

Your Request:

I am writing to make an open government request for all the information to which I am entitled under the Freedom of Information Act 2000.

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)?
1. How much of the marketing budget is spent on in-house marketing and how much is spent on 3rd party providers (e.g. Agencies)?
2. What are they types of third party services used e.g. (managed marketing services, content creators, selfservice platforms) and how is the expenditure distributed among them?
3. How much of the marketing budget is spent on digital advertising and how much is spent on traditional advertising methods?
4. What is the segmentation of digital expenditure by channel (e.g. how much is spent on Facebook ads, Google ads etc.) ?

If this request is too wide or unclear, I would be grateful if you could contact me. If any of this information is already in the public domain, please can you direct me to it, with page references and URLs if necessary.

Our responses to your requests are provided in the attached Excel spreadsheet as requested.