

W Tanner  
request-652917-0963ba28@whatdotheyknow.com

02 April 2020

Our ref: FOI 2020/067

Dear W Tanner,

### **Request for Information under Freedom of Information (Scotland) Act 2002**

Thank you for your email which was received by the University on 06 March 2020 requesting the following information:

**In each of the financial years from 1998-99 to 2018-19 how much has your institution spent on advertising and marketing of undergraduate degrees? This should exclude open days and publication costs if possible.**

**If possible please break down this spending by different types of advertising and marketing:**

- Print**
- Traditional media**
- Social media**
- Search engine**
- Direct advertising**

### **University's response**

Student recruitment spend is dealt with by the University's Recruitment and International Office (RIO) as well as individual Faculty Marketing sections.

#### **Recruitment & International Office**

Please note we only have information from 2015-2019, due a change of finance system. Accordingly, I have to advise you under section 17(1)(b) of the Freedom of Information (Scotland) Act 2002 (FOISA),

Information Governance Unit, University of Strathclyde, Room 2.74,  
McCance Building, 16 Richmond Street, Glasgow G1 1XQ  
Email: [foi@strath.ac.uk](mailto:foi@strath.ac.uk) Tel: 0141 548 5994

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**REF** UK TOP 20 RESEARCH-  
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**THE** UK UNIVERSITY OF THE  
YEAR WINNER

**THE** UK ENTREPRENEURIAL  
UNIVERSITY OF THE  
YEAR WINNER

that the University does not hold all the information requested on this subject and is not aware of any other public authority which may hold relevant information.

The University (through RIO) spent the following on student recruitment advertising between 2015 and 2018:

<b>2015</b>	<b>Spend (£s)</b>
Student recruitment media campaign	18,453
Clearing – Facebook (August)	366
Clearing – Facebook (September, October)	25,211
Clearing – Facebook (August)	3,948
Clearing – Twitter (September, October)	8,290
Clearing – Twitter (August)	3,948
<b>2016</b>	<b>Spend (£s)</b>
Student recruitment advertising campaign	9,380
Facebook (March)	4,180
Facebook (June)	11,690
Facebook (June)	9,380
Facebook (Jan- Dec)	3,753
Facebook (Mar-Jun)	3,448
Facebook (Apr-Jun)	2,403
Facebook (Jun – Dec)	5,870
Facebook (August)	1,430
PGT international campaign -	
Facebook / IQ AdNet graduate adverts	10,452
Facebook (August – March)	1,131
Facebook (Sept – March)	601
<b>2017</b>	<b>Spend (£s)</b>
Student recruitment India - google adwords	
(May – July)	609
Clearing – Facebook (Jul – Aug)	4,000
Clearing – Instagram (Jul – Aug)	5,500
Clearing - google search (Jul – Aug)	6,500
PGT Open Day – Facebook (Dec – Jan)	1,191
<b>2018</b>	<b>Spend (£s)</b>
Strathclyde in Nigeria: events - Facebook advertising	
(April)	1,000
PGT remarketing (August)	85
Clearing - the student room advertising (Jul – Aug)	16,000
Clearing - facebook and Instagram (Jul-Aug)	5,250
Clearing - google search (Jul – Aug)	8,196
Clearing – Snapchat (Jun – Jul)	3,500
Pre-Clearing - Google display (Jun – Jul)	3,009
Pre-Clearing - Google display (Jun – Jul)	3,500
Pre-clearing - Google search (Jun – Jul)	2,832
<b>2019</b>	<b>Spend (£s)</b>
Undergraduate brand campaign/clearing Facebook adverts	£6,000

Undergraduate brand campaign/clearing Facebook adverts	£6,000
Google - that is, search advertising	£7,000
YouTube brand and clearing	£3,000
The Student Room (mixed ad formats)	£4008.90
<a href="https://www.thestudentroom.co.uk/">https://www.thestudentroom.co.uk/</a>	
Whatuni profile (3months)	£8014.80
Posters and billboards	£8513.33
Outdoor advertising	£11,936.00

### **Faculty information is as follows.**

Please note:

- Information is only available from 2015/16 at the earliest, although even these years are not available for all faculties, due a change of finance system. Accordingly, I have to advise you under section 17(1)(b) of the Freedom of Information (Scotland) Act 2002 (FOISA), that the University does not hold all the information requested on this subject and is not aware of any other public authority which may hold relevant information.
- Faculty of Humanities and Social Sciences (HaSS) cannot differentiate between UG and PG so the information is across all levels of study and is only available for 2018/19
- In Engineering there was only one department which had any Undergraduate spend in the last three years, the majority of departments only undertook department-wide or PG marketing.

### **Faculty of Engineering**

Year	2017-18	2018-19	2019-20
<b>Print</b>			
<b>Traditional Media</b>			
<b>Social Media</b>		£151.00	
<b>Search Engine</b>		£159.00	
<b>Direct Advertising</b>			
<b>Other</b>			
<b>Total</b>		£310.00	

### **Faculty of Science**

	2018/19	2017/18	2016/17	2015/16
<b>Print</b>	£6,646.40	£4,504.40	£3,610.00	£953.00
<b>Traditional Media</b>				
<b>Social Media</b>				
<b>Search Engine</b>				
<b>Direct Advertising</b>				
<b>Other</b>	£1,152.00			
<b>TOTAL</b>	£7,798	£4,504	£3,610	£953

### **Faculty of Humanities and Social Sciences**

		2018/19
Advertising		1,062.00

### **Strathclyde Business School**

Advertising is mainly done via RIO and the Undergraduate leaflets etc. they produce.

They did have a little spend on summer/winter schools £130 in the last year, plus a recent digital marketing campaign, £300.

In addition, approx £200 was spent on leaflets for UG scholarships.

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#### **Freedom of Information Review Procedure:**

If you are unhappy with the University's response, please contact the Information Governance Unit by post or email to request a review of our actions.

Information Governance Unit  
University of Strathclyde  
Room 2.74  
McCance Building  
16 Richmond Street  
Glasgow G1 1XQ

E-mail: [foi@strath.ac.uk](mailto:foi@strath.ac.uk)

The University will then undertake an internal review and inform you of the result of that review.

All such requests for review should be made in writing, setting out in full the nature of the enquiry to which it pertains, and stating why you are dissatisfied with the response. A request for review should be submitted within 40 working days of either the date on which you received a response from the University or the date by which you should have received a response under the terms of the Freedom of Information (Scotland) Act 2002, whichever is the later.

Please note that links provided to information available elsewhere are intended to assist Freedom of Information access. Requests for information held by other public authorities and any complaints regarding access to such information should be addressed to that authority. These review procedures relate only to information which is directly under the control of the University of Strathclyde.

If the University is unable to resolve any complaint, you can contact the Scottish Information Commissioner, the independent body which oversees the Freedom of Information (Scotland) Act 2002. A complaint to the Commissioner must be made within 6 months from the date of the University's response.

The Commissioner has an online appeal service which can be accessed via [www.itspublicknowledge.info/Appeal](http://www.itspublicknowledge.info/Appeal).

Alternatively, you can contact the Scottish Information Commissioner via the following methods:

Scottish Information Commissioner  
Kinburn Castle  
Doubledykes Road  
St Andrews  
Fife  
KY16 9DS

Tel: 01334 464610

Website: [www.itspublicknowledge.info](http://www.itspublicknowledge.info)

E-mail: [enquiries@itspublicknowledge.info](mailto:enquiries@itspublicknowledge.info)

Yours sincerely,

Information Governance Unit  
University of Strathclyde