

ual:

Reference: FOI200617TAN	
Details of the request:	Our assessment:
<p>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.</p> <p>If possible please break down this spending by different types of advertising and marketing:</p> <ul style="list-style-type: none">-Print-Traditional media-Social media-Search engine-Direct advertising	<p>The University does not hold this type of financial data prior to 2010.</p> <p>From 2010 onwards, the information requested is withheld under s.12 of the Freedom of Information Act as it is estimated it would take over the appropriate time limit of 18 hours to retrieve. This is because CSM budgets are not categorised into advertising and marketing of undergraduate degrees and each payment would need to be reviewed to be determined whether it falls within your criteria.</p> <p>For this request, data about marketing spend has been collated by CSM's finance team in the following categories from 2010 onwards: course promotion, programme promotion, course advertising and UG flyers. We cannot confirm that these figures would include spend on open days or publication costs. Please let us know if you require any of these figures and we will consider their release.</p>