

International Sales and Marketing Mini-Audit & Recommendations



Overview

English Programs and Pathway programs provide an important starting point for international students on the university campus. Under current market conditions, ESL and Pathway Programs must be nimble, financially stable, and adaptable to market dynamics. This mini-audit will provide you with insights into your program's strengths, gaps and opportunities for greater success and sustainability by evaluating marketing systems and sales strategy, and market presence.

With marketing, social media, agent relations and tech trends changing so fast, it can be hard to keep up with the latest best practices. Our audits let you benefit from our expertise so you can focus your time and efforts on executing what works for you. Each audit includes a professional analysis of your marketing and sales efforts with statistics and illustrative data charts, based on your own reality.

About Us

The Parliament Group brings unique expertise in best-practice program delivery to international students, especially English Language Programs and Pathway Programs. Our team have held senior leadership positions in ILSC, Shorelight, Kaplan, and EC English as well as at EnglishUSA, NAFSA, CEA, and ACCET. We have overseen and/or helped to structure, negotiate, and implement programs at a range of institutions that include Northeastern University, University of Kansas, University of Central Florida, and Florida International University. Our team understands the financial challenges of English Language programs and knows how to balance them while optimizing the quality of program delivery.

What and How We Deliver

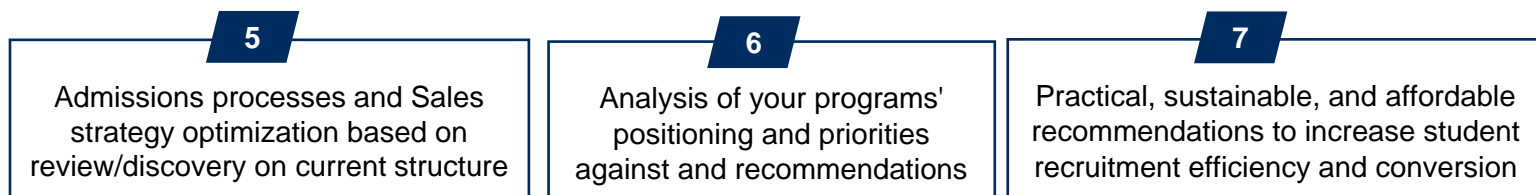


Appraisal of Current Structural Strengths & Weaknesses

We'll provide a map of your current practices, analyzing processes and outcomes across 4 different areas of operations:



Recommendations



Deliverable Formats



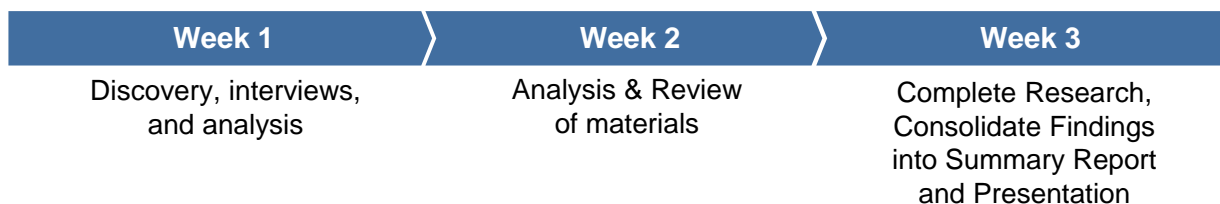
Document:
Detailed Report in PDF



Presentation:
Summary Overview of Findings





Timeline



Pricing

\$4,950 to \$6950 based on program size. 50% on commencement and 50% on completion

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The **Parliament** Group