

North-West University introduces learners to Z-CARD

The North-West University is giving learners the power they need to make timeous and informed decisions about their tertiary education. Rolling out from September 2012 the North-West University's team of marketers will target Grade 11 and 12 learners, who are considering furthering their education at university, to educate them about the university and all it has to offer.



The team will visit schools, set up individual appointments with learners, and host career days and events at which they will hand out an informative Z-CARD to learners. "This will be our first point of contact with learners who will then consider whether to further their education at the North-West University. For many, it will be their first impression of the university," says Marlize van Rooyen from the North-West University's department of marketing and communication.

Student life also highlighted

"As such, we needed a professional product that brings the message across that the North-West University is not only dedicated to the quality of education, but also places a high emphasis on student life," she adds.

The Z-CARD not only details available education courses, but also generates awareness around student life, bursaries and costs. "The Z-CARD is a compact, manageable format of communication for our target market. It provides them with all of the important details and contact information that they might need, in a nutshell, and will be followed by a more comprehensive and interactive brochure in 2013," says Van Rooyen.

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