





PAVING THE WAY TO AN EXCEPTIONAL FUTURE

MARKETING DIVISION

About NSBM Marketing Division

From the inception of the NSBM as a city campus and importantly from 2016 October onward at NSBM Green University premises, the Marketing Division of NSBM has played a vital role in achieving its success in numerous ways. The marketing division of NSBM is led by the Head of Marketing under the supervision of the Director-Operations and Vice-Chancellor of NSBM. There are several student counsellors and a programme manager to handle the front office, call centre, NSBM official website, NSBM official social media platforms and other activities

demanding marketing officers' service. Furthermore, there are a full-time creative designer and a trainee creative designer and copywriter to produce creative materials and branded materials of NSBM.

The unique blend of Marketing Mix of NSBM

The marketing Communication mix of NSBM consists of a versatile range of above the line, below the line and through the line marketing activities. NSBM official website acts as the main platform for disseminating information about the degree programmes, faculties, facilities, staff



NSBM open days play a significant role in building a unique and fruitful interaction with society and prospective students and parents.



members and student intakes, and it also includes a platform where inquiries can be generated. NSBM official Facebook page, Instagram account, YouTube channel, LinkedIn page play a significant role in disseminating updates of the ongoing student activities, student intakes and other important events of NSBM. Also, these platforms keep the students tuned about the NSBM while gaining the attraction of the whole society. NSBM Open Days and events organised for brand activation and information sharing play a vital role in creating a unique interaction between the prospective students and parents and NSBM.

NSBM Open Days

NSBM open days play a significant role in building a unique and fruitful interaction with society and prospective students and parents. Starting from the Year 2016 October until 2020 March, the NSBM marketing division continuously organized NSBM open days with various activities

to create a unique experience for its students, staff members, and, importantly, prospective students and parents. In organizing NSBM open days, the academics, non-academics, and students are instrumental in organizing activities of divergent nature such as student exhibitions, sport tournaments, aesthetic activities blended with dancing, drama and music, media exhibitions and food stalls and other merchandises related to higher education.

The NSBM marketing division takes necessary steps to invite school students and teachers to visit NSBM for open days to witness the state-of-the-art facilities. This event also helps them to explore more information through a knowledge sharing session on "Life after A/ Ls and planning for a better future through higher education". Every NSBM open day program was equipped with a team of academics and student counsellors to provide NSBM degree programme details and provide necessary guidance for after A/L students and their parents to select the best degree programme for the best prospects. Faculty wise organized information desks and new student registration counters can be considered the focal point of NSBM open days where the public will be sufficiently informed and guided towards this unique experience.

Responding to Challenging Time: Adapted Strategy during COVID-19 pandemic

NSBM marketing division has adopted a unique strategy in responding to the COVID-19 pandemic. Understanding the mentality of the target customer

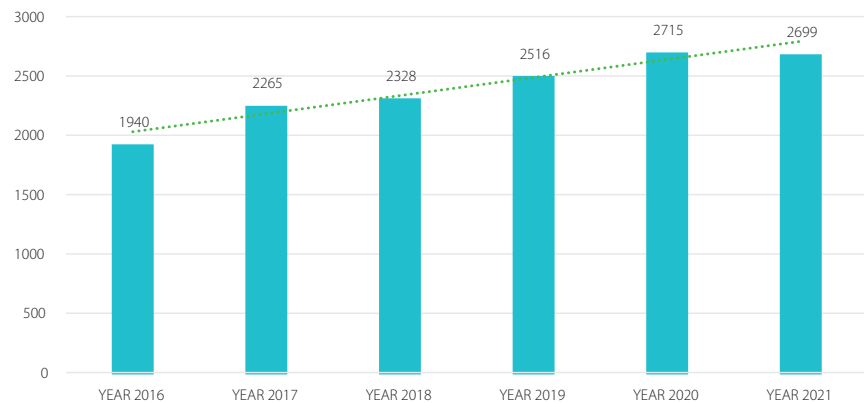
base vast spread in the society, the NSBM marketing division has improved its services to be fully operated via NSBM web, on-call assistance via NSBM call centre and NSBM mobile hotline numbers. Furthermore, all email and call inquiries are treated equally important and responded through carefully managed databases. All the new registrations and prospecting tasks are well managed through online registration and payment systems. In them the NSBM marketing division has carefully adapted its marketing communication investments based on the changed media preferences of the society with the COVID-19 pandemic. These key initiatives acted as pillars of the success of the NSBM marketing division to keep its top performance continued from March 2020 up to now without letting the pandemic interfere and interrupt.

Overview of the energized victorious journey of NSBM- Marketing Performance

Overview of Annual Undergraduate Degree Registrations- Year 2016-2021

Operation Year	Total Number of Undergraduate Registrations
YEAR 2016	1940
YEAR 2017	2265
YEAR 2018	2328
YEAR 2019	2516
YEAR 2020	2715
YEAR 2021	2699

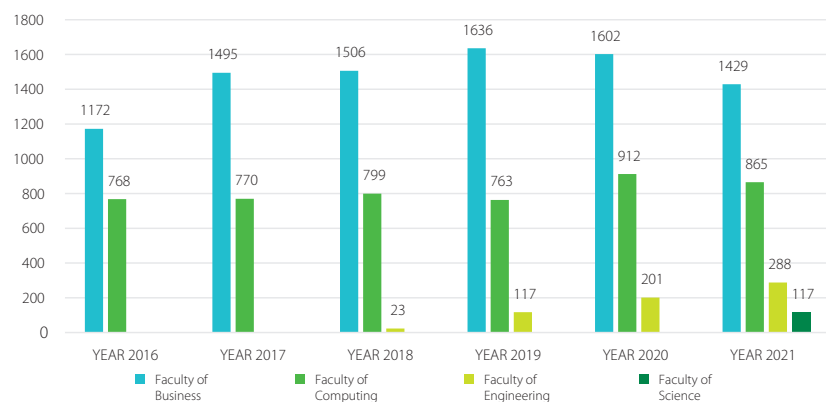
Overview of Annual Undergraduate Degree Registrations - Year 2016-2021



Overview of Annual Undergraduate Degree Registrations- Year 2016-2021 Faculty Split

	Faculty of Business	Faculty of Computing	Faculty of Engineering	Faculty of Science
YEAR 2016	1172	768		
YEAR 2017	1495	770		
YEAR 2018	1506	799	23	
YEAR 2019	1636	763	117	
YEAR 2020	1602	912	201	
YEAR 2021	1429	865	288	117

Overview of Annual Undergraduate Degree Registrations - Year 2016 -2021 Faculty Split



Complied by Tharani Sooriyaarchchi & Vageesha Rajapakse