Q: What are your existing marketing functions? Do they work with outside vendors?

A:

Q: How do you market for your programs today? Will this approach work for online?

A:

Q: Do you have marketing campaigns that extend beyond the website/Request for Information (RFI)

A:

Q: Would you host the website that the prospective online student would go to? Do you have an RFI?

A:

Q: Is your social media an important part of your marketing plan? If so, who manages your social media?

A:

Q: How is your marketing funded and is it sufficient to cover online efforts?

A:

Q: What are the Key Performance Indicators (KPIs) that you use to manage this function?

A: