



Graduate Course Syllabus

HEA 610: Enrollment Management and Marketing

Center: Online

Course Prerequisites

HEA-530

Course Description

This course will address the data-centric enrollment management process within higher education, including how to attract, admit, and retain students. Candidates will examine the tools for effective admissions marketing, predicting admissions yields, and assessing how financial aid influences enrollment behavior. Candidates will gain the evidence-based skills necessary to understand the tactics for successful onboarding and continued retention of students, as well as the structures and approaches aimed at improving student achievement and persistence.

Course Outcomes

- Analyze assumptive models and theories regarding why and how prospective students choose institutions of higher learning for their application to an institution's enrollment management strategic choices
- Analyze higher education institutions' enrollment marketplaces using relevant empirical data to inform programmatic decision making
- Propose policies and procedures for improving retention and student persistence in higher education that support the institution's mission
- Develop appropriate marketing and recruitment strategies using marketplace data that support successful recruitment and retention
- Analyze institutional costs that impact the continuous improvement of student retention, attrition, and persistence for their fidelity to an institution's strategic goals

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

Handbook of Strategic Enrollment Management

Don Hossler and Bob Bontrager

John Wiley & Sons, Inc.

2015

ISBN: 978-1-118-81948-7

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	11	25	275
Short Papers	2	75	150
Final Project			
Milestone One	1	75	75
Milestone Two	1	100	100
Milestone Three	1	100	100
Final Project Submission	1	300	300
		Total Course Points:	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Choice, Markets, and Admissions <i>Handbook of Strategic Enrollment Management</i> , Chapters 4–6 1-1 Final Project Review 1-2 Discussion: Choice, Markets, and Admissions
2	Landscape of Higher Education <i>Handbook of Strategic Enrollment Management</i> , Chapters 1–3 and 8 2-1 Discussion: Peer Institution Analysis 2-2 Short Paper: Analyzing the Landscape of Higher Education
3	Student Retention <i>Handbook of Strategic Enrollment Management</i> , Chapters 13 and 14 3-1 Discussion: Student Retention 3-2 Final Project Milestone One: Institutional Background: Prospectus, Enrollment Landscape, and Theory
4	Strategic Enrollment Management Planning <i>Handbook of Strategic Enrollment Management</i> , Chapters 25, 27–29 4-1 Discussion: Institutional Enrollment Management Plan 4-2 Final Project Continue Work: Ethics of Enrollment Management
5	Using Data to Inform Strategic Enrollment Management Decisions <i>Handbook of Strategic Enrollment Management</i> , Chapters 23 and 24 5-1 Activity: An Example of Time Series Analysis Using Excel 5-2 Discussion: Enrollment Forecasting 5-3 Final Project Milestone Two: Strategic Enrollment Plan
6	Special Populations <i>Handbook of Strategic Enrollment Management</i> , Chapters 15–18 6-1 Discussion: Special Populations 6-2 Short Paper: Higher Education Policy
7	Marketing Strategies Using Pricing and Financial Aid <i>Handbook of Strategic Enrollment Management</i> , Chapters 9–12 7-1 Discussion: Marketing Strategies Using Pricing and Financial Aid 7-2 Final Project Milestone Three: Projected Outcomes
8	Institutional Support for Strategic Enrollment Management <i>Handbook of Strategic Enrollment Management</i> , Chapters 19–21 8-1 Discussion: Institutional Support for SEM 8-2 Final Project Continue Work: Current Events in Higher Education

9	Practice of Strategic Enrollment Management 9-1 Discussion: Practice of Strategic Enrollment Management 9-2 Final Project Submission: Strategic Enrollment Plan
10	Future of Strategic Enrollment Management <i>Handbook of Strategic Enrollment Management</i> , Chapters 26 and 30 10-1 Discussion: Strategic Enrollment Management Reflection 10-2 Discussion: Summary of Strategic Enrollment Plan

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oac@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability Services](#) webpage.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please email assessmentcalibration@snhu.edu.