

Marketing Outreach in Vanua Levu

The University of Fiji, in its effort for broaden its student recruitment spectrum had a successful marketing outreach programme at schools in Vanua Levu.

Ms. Shirley Prasad, Marketing and Public Relations Officer and Dr. Navneel Prasad from School of Business and Economics met with all the year 13 school students of all schools in Labasa, Bua and Savusavu at the careers expo held at Labasa College and Savusavu Secondary School.

Originally from Labasa, Ms. Prasad and Mr. Prasad were successful in imparting critical knowledge of the University to the friendly people of the North. Students were advised on the University's course offerings, fees structures as well as why UniFiji would be a suitable choice for them. The Principals and the community welcomed the UniFiji outreach programme and hoped that the university would bring its teaching services right to the North in future.

Speaking about the excursion, Ms. Shirley Prasad stated that they had a similar visit last year which had resulted in numerous students being enrolled into the University, most of who were in the medical, iTaukei language, management and law discipline.

"Marketing in Vanua Levu is new strategy which was implemented in 2017. With the second year in running, the strategy has not only brought in new students to the University, it has resulted in various discussions pertaining to catering for postgraduate programmes in education and management for mature students from Vanua Levu by potentially opening new UniFiji centres in Labasa," she concluded.