



University of
South Australia

Research Degree Promotion Quick Guide

June 2023

Project-based research degrees (PBRD) communications and marketing

In 2021, UniSA introduced a project-based admissions process for all research degree programs.

The Communications and Marketing Unit supports research degree recruitment through an annual marketing and communications plan that includes a university wide advertising campaign, promotion on our owned channels, copywriting support for research projects listed on the UniSA website, and ad-hoc advice.

This guide provides a summary of the current activities and initiatives in place to support the promotion of UniSA's PBRDs and offers ideas and guidance on how to work with CMK to explore additional promotional opportunities for your research projects.

Contents

Project-based research degrees (PBRD) communications and marketing.....	2
Advertising.....	3
Owned channels	5
Writing your project listing for the UniSA website.....	7
Network promotions	10
Promoting strategic individual listings – ad hoc promotions.....	12
Contact us.....	12

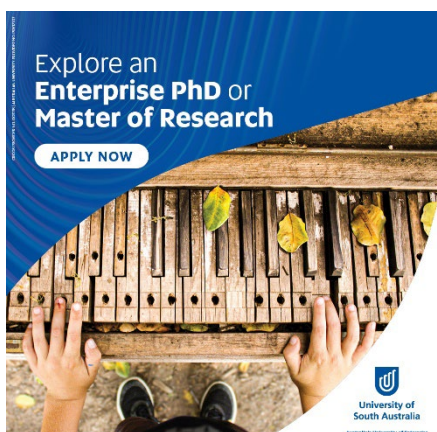
Advertising

The PBRD advertising campaign aims to grow awareness of our offering among predominantly South Australian study intenders and support the generation of leads and applications into UniSA Research Degrees. The campaign runs across a variety of offline and digital channels, including Facebook, LinkedIn, Google paid search, job-listing platforms (SEEK), display advertising, and outdoor advertising.

If you would like to learn more about how you can work with CMK to promote individual project listings, see promoting strategic individual listings – ad hoc promotions on page 10.

Examples of advertising activity:

Digital advertising



Google paid Search

Sponsored

 [unisa.edu.au](https://www.unisa.edu.au)
<https://www.unisa.edu.au>

UniSA PhD - Research Degrees

Make a Difference With Our Experienced Supervisors & Industry Partnered Projects. Stop at Nothing to Make a Difference. Apply to **study** a **Research** Degree at **UniSA**. **PhD** & Master of **Research**. Expert Supervisors. Solve Real-World Problems.

Research Projects

Search Online For A World Class Research Project

Why Do A Research Degree?

Choose From A Range Of Degrees To Be An Expert In Your Field.

Research Scholarships

See How To Apply For A Research Degree Scholarship.

SEEK advertising

PhD or Master of Research Degrees and Scholarships - Education University of South Australia

7d ago

Adelaide SA

- Living allowance scholarships and fee-waivers available^
- 100% of our assessed research rated at or above world-class - 2018 ERA*
- Apply for an existing project or develop your own

Advance your career in education at the University of South Australia, with a project-based PhD or Master of Research degree.

☆ Save



Outdoor advertising



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Owned channels

As a part of UniSA's broad research degrees promotion, research degrees are promoted across our owned channels including the student portal, email communications to students and prospects that have registered their interest, on campus digital signage, the UniSA social media accounts and publications.

Examples email marketing



Teneille, change the world with us and explore our new research

At UniSA we stop at nothing to make a difference and we'd love to see you apply for our new project-based research degrees in 2023.

There are over 40 new projects now available for application on our [website](#).

All projects include an identified project outline and a supervisory team. Where available, your application for a research-degree project also includes an application for a living allowance scholarship.

[Explore UniSA's Research Degrees](#)



Teneille, change the world with us and explore our new research

You've asked us to keep you up to date with new research degree opportunities. There are 40 new projects now available for application on our [research-degrees website](#).

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[Explore UniSA's Research Degrees](#)

Research at UniSA...

Did you know:

- All Australian citizens and permanent residents receive a fee-waiver when completing their research degree on time – no fees are transferred to HECS.
- A Doctorate takes up to four years, and a Masters by Research can take up to two.
- A research degree is an advanced program of study. Under the supervision of world-class researchers, you will learn and apply advanced research methodologies to produce new knowledge and provide solutions to challenges within your area.

No.1 in Australia for research impact and engagement*

100% of our research ranked at or above world-class**

No.1 young university in Australia for industry collaborations***

How to apply

- 1 Check your eligibility**
Take the first step towards applying for a research degree by checking whether you are eligible.
- 2 Get prepared**
View all research projects available for application, and start preparing the [mandatory documents](#) and responses you will need for your application.
- 3 Apply**
Once you are ready, access the application form for the project and save the form as you complete it. Ensure you submit your application before the closing date.

Or if you have any queries about undertaking a research degree at UniSA please contact our [Research Degree Admission team](#).

*2016 ARC Engagement and Impact Assessment (E), Combined Impact + Engagement is Impact and Engagement as a Combined Factor
**2018 Excellence in Research in Australia (ERA), Impact Factor of Research
***2022 THE Young University Rankings - industry income index



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[Australian University provider number PRV12107](#)

Social Media





University of South Australia

168,302 followers

6h

We are known as Australia's University of Enterprise for good reason, not least for doing our research degrees differently

Our degrees are designed for the future, empowering our research candidates to achieve research excellence with career relevance.

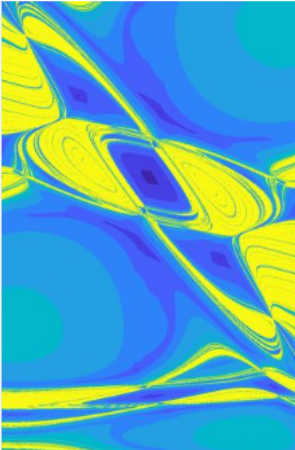
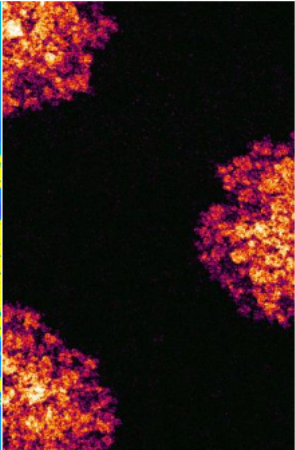
You can apply for an established topic, with 41 new projects now open for application or you can work with our world-class researchers to develop one in an area that aligns to your expertise and passions.

UniSA research degree students have made advancements in the treatment for brain cancer, enhanced Aboriginal-centred health care practices, kept track of satellites in space and used VR technology to fight bushfires.

At UniSA we stop at nothing to make a difference. Apply now to study a research degree at UniSA.

Images:

- 1) Generalised newton for signal processing by Bethany Caldwell: 2021 Images of Research and Teaching Competition.
- 2) "Fireball" like nano-formulation by Sisi Liang: 2021 Images of Research and Teaching Competition.

Writing your project listing for the UniSA website

With the introduction of the research degrees project model, all research projects are to be submitted as a project through [Project Submission Form](#) reviewed locally or by the Central Scholarships Group if requesting scholarship funding.

Upon approval, the project will be listed on the [Research Degrees website](#), Research Projects page via eRecruit.

When submitting your project, you will be asked to fill in a recruitment information section which will be used to inform the content that is presented on the Research Degree Projects page, and potentially in other relevant promotional activity.

Advice for putting together your recruitment information section:

- Use plain English
- Avoid acronyms, jargon and discipline specific language
- Highlight why a prospective candidate would want to apply in a compelling and engaging tone
- Highlight potential career outcomes for the student
- Consider a compelling name for the project
- Highlight what the project involves
- Highlight the research question it seeks to explore
- Highlight the project's potential impact
- Include information about where the student will study (location, Research Institute, Centre or Concentration)
- Highlight the key benefits to the student
- Highlight the key skills a student will learn
- Highlight if the project is linked to an industry partner, major research grant (ARC or NHMRC)

If you require any advice regarding writing your recruitment listing in advance of submission, please contact **research.marketing@unisa.edu.au** or you can view a sample project on page 8 or a checklist is provided on page 9 to guide you.

Please see below for an **example** of a project:

Project Name	Social Impact and Connection Outcomes Associated with Community Sport
By line	Investigate the positive impacts of community sport
About this project	<p>If you're motivated to build a career in the sport and leisure industry and concerned about meaningful community engagement in sport, the University of South Australia – Australia's University of Enterprise – is offering a hands-on project-based PhD within UniSA Business, in partnership with seven national sport organisations and two state government departments.</p> <p>Outcomes of social connection from community sports are widely acknowledged and touted. However, we know little about how social infrastructure delivers these benefits. This makes it difficult to understand and develop practices that organisations can use to maximise the outcomes of sport participation.</p> <p>We intend to develop novel, practice-based tools, and guides for community groups to enhance social connection outcomes and generate a new understanding about the role of social infrastructure in enhancing community connection. Improved social connection is expected to improve resilience and community wellbeing.</p> <p>Based within UniSA Business, the sport and recreation research discipline has well-established research relationships and associated outcomes. We have also achieved grant success with several projects supported by local and state governments and private sector entities. UniSA Business has a strong record of supporting and delivering industry-relevant research.</p> <p>You will be embedded in a high-level research environment, and importantly, a sport-focussed research group directly relevant to this project. This outstanding training environment will give you access to top tier researchers working in this field, along with a cohort of other postgraduate students working in related areas. We have a well-developed mentoring program and can offer you exposure to active programs of research in the sport and leisure domain, industry engagement opportunities, computer and communication resources, and high-level supervision.</p>
What you'll do	<p>In this project-based research degree, you will engage with a broad range of stakeholders, including academic staff, other HDR students, research participants, and industry end users. You will undertake significant data collection activities which will include interstate travel.</p> <p>Upon completion of this project, you will have expert knowledge in social impact and connection as it relates to community sport, and sound skills in data collection and analysis techniques, both quantitative and qualitative.</p> <p>The project affords you valuable opportunities to make important connections within the sport and recreation networks in Australia and start building a robust professional and research network.</p> <p>You'll be encouraged and supported to present your work at conferences, both domestically and internationally. There will be opportunities for short-term industry placements where relevant. Alongside networking and engagement activities, these opportunities will help you build a large contact base in the sport and leisure industry and potentially increase your employment prospects.</p>

**Where you'll
be based**

You'll be based at UniSA Business. We develop career-ready graduates, and positively affect communities and environments locally, nationally, and globally. We offer a suite of innovative programs in disciplines including business, accounting and finance, marketing, management, tourism and events, and property, as well as our Master of Business Administration (MBA) and Executive Education programs.

UniSA Business is the only business school in South Australia accredited by both AACSB International (The Association to Advance Collegiate Schools of Business) and EFMD (EQUIS).

Our researchers are thought leaders who engage in world-class research and share their insights with students, industry, and government partners. Our findings translate directly into results that transform businesses and affect communities for the better.

Our reach extends beyond the classroom. We offer advice in taxation and marketing at our free clinics, giving students valuable opportunities to apply their skills and make an impact in their community. People, technology, and the global marketplace are all changing rapidly. UniSA Business is for strategists, disruptors, and entrepreneurs who are ready to lead from the front.

Recruitment information project checklist

- ☐ Project name is clear and uses plain English
- ☐ Industry partner/s is included
- ☐ Project information
- ☐ Objective/aim of the project
- ☐ Why are we undertaking this research: Outline the problem/situation being solved
- ☐ Project audience is clearly defined (who does the project impact)
- ☐ What does the project involve: what will the student be doing
- ☐ Highlight potential career outcomes for the student
- ☐ Project location information
 - ☐ Campus/external locations are listed
 - ☐ Research Institute, Centre or Concentration is detailed
 - ☐ Research environment and opportunities (conferences, networking, etc)
- ☐ Major grant information (ARC/NHMRC) is included
- ☐ Benefits to the student is listed (expert skills they gain, etc)



Network promotions

It is highly recommended that research supervisors and staff promote research degree projects through their networks. Professional networks and associations are a highly targeted and effective way to reach prospective research students in your field of research.

A number of options are available:

- Promote through your networks on your social media channels (example and check list below).
- Reach out to relevant networks by email or social media to share information.
- Contact industry associations and ask them to share the information with their audiences and owned channels (eg email, social media, events).
- Promote on your staff page

Other possible ways to reach community and industry groups:

- Direct messaging such as email, website, phone or social media to ask if they can display your project's details to their members. Many groups may have a social media presence for you to directly contact them through.

Social media example

Pinned Tweet
Anna Sullivan @DrAnnaSullivan · Mar 18
 PhD Scholarship: School Exclusionary Policies and Practices and their Impact @UniSA_CRESI

PhD Scholarship: School Exclusionary Policies and P...
 PhD scholarship is part of an Australian Research Council (ARC) Discovery Project titled "School ...
seek.com.au

Anna Sullivan
 3,121 Tweets

 @DrAnnaSullivan
 Education | Director @UniSA_CRESI | Professorial Lead (Research Evaluation) | Board Chair @MCERA_AU | MAICD | Views my own
 South Australia people.unisa.edu.au/Anna.Sullivan
 March 2013
 1,886 Followers
 Recommended by Prof Jo Kiddo Arciuli, Flinders University STEM Women, and 9 others you...
 Tweets & replies Media Likes
 Pinned Tweet
Anna Sullivan @DrAnnaSullivan · Mar 18
 PhD Scholarship: School Exclusionary Policies and Practices and their Impact @UniSA_CRESI

 PhD Scholarship: School Exclusionary Policies and P...
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seek.com.au

Short URLs for Social Media

It's a good idea to include a "short URL" when you share your research degrees project page on social media. To develop your short URL, please visit: bitly.com

- Enter the URL to your website e.g.:
[https://workingatunisa.nga.net.au/cp/index.cfm?event=jobs.jati&returnToEvent=jobs.home &jobID=6A1FD566-ED09-40CB-8FC6-ACDA008D5049&audienceTypeCode=UniSAHDRNoStyle&UseAudienceTypeLanguage=1](https://workingatunisa.nga.net.au/cp/index.cfm?event=jobs.jati&returnToEvent=jobs.home&jobID=6A1FD566-ED09-40CB-8FC6-ACDA008D5049&audienceTypeCode=UniSAHDRNoStyle&UseAudienceTypeLanguage=1)
- You will then be provided with a short URL e.g.: <https://bit.ly/3ro1mWa>

Social media templates

Option one:

We are offering a hands-on project-based PhD investigating [insert project topic].
Find out more at [insert bitly link]

Option two:

Exciting opportunity available for a PhD candidate to change [insert problem/impact].
You'll be working with world-class team of researchers at [insert and tag
Institute/Centre/Concentration/Unit].
Find out more at [insert bitly link]

Option three:

Help us make a difference in [insert impact or project area]! Scholarship
opportunities are available.
Find out more at [insert bitly link]

Option four:

Join our team and start your research career in [insert impact or project area].
Successful PhD candidates will have the opportunity to work with [insert and tag
industry partner].
Find out more at [insert bitly link]

Social media checklist

<input type="checkbox"/>	Create your content – think about what is unique about the project
<input type="checkbox"/>	Create a bitly link for your project listing
<input type="checkbox"/>	Tag key accounts UniSA or industry partners



Promoting strategic individual listings – ad hoc promotions

CMK can work with Supervisors within the Academic Units to devise bespoke paid promotional plans for individual listings that are of critical strategic importance and/or that have industry or external funding available.

1. This support is provided on a case-by-case basis and requires additional funding from the Academic Unit/Research Centre (a cost centre will be requested.)

If you have an individual project that requires bespoke promotional support (in addition to the activity detailed in the above guide), please get in touch with the Research Marketing team via research.marketing@unisa.edu.au.

Contact us

Your first point of contact for research degree marketing requests is the CMK Research Marketing team at **research.marketing@unisa.edu.au**.

Other resources

If you are seeking additional information regarding communications and marketing activity including building your research profile and social media presence, please visit the [Research Marketing Information Kit](#) on the CMK intranet.