

HELOA NATIONAL CONFERENCE 2025

# How to market courses that just won't grow

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**Penny Eccles** | She/Her

CEO AND FOUNDER

# Nice to you meet

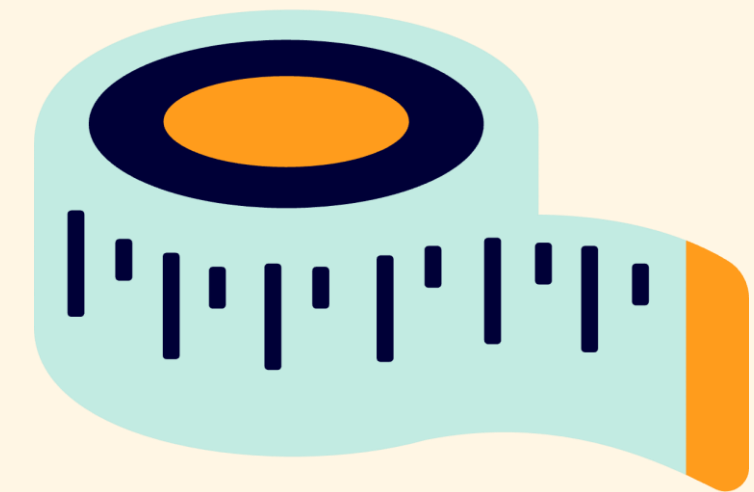
How to market courses that just won't grow

# Identity the reasons for low growth

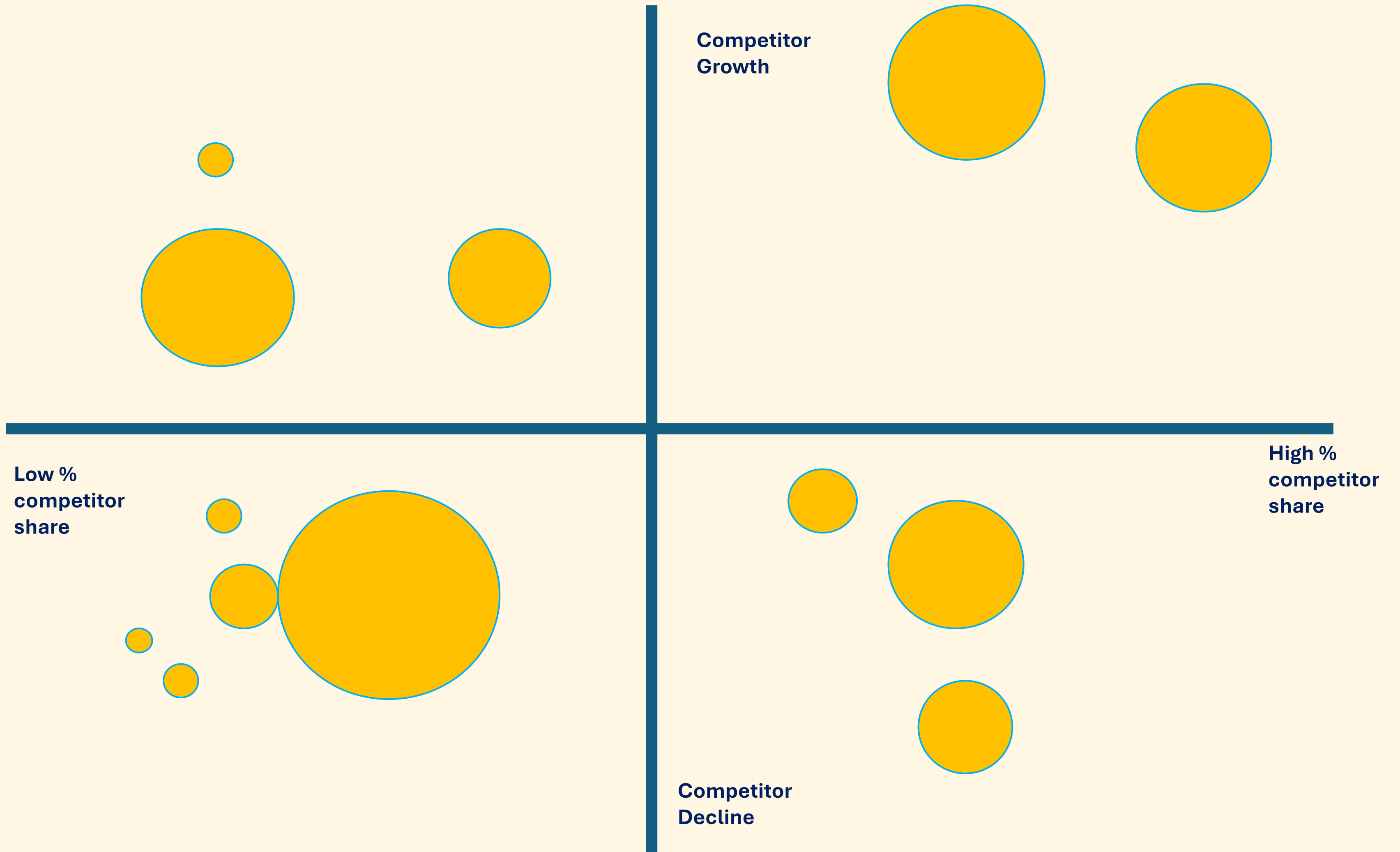


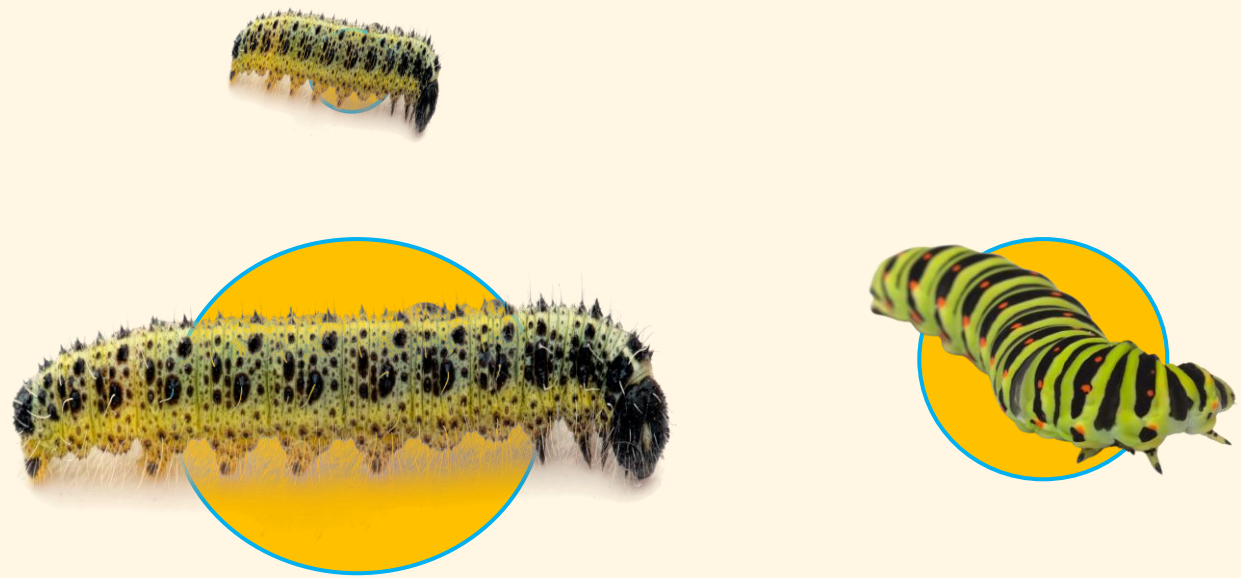
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# Accept your competitor set

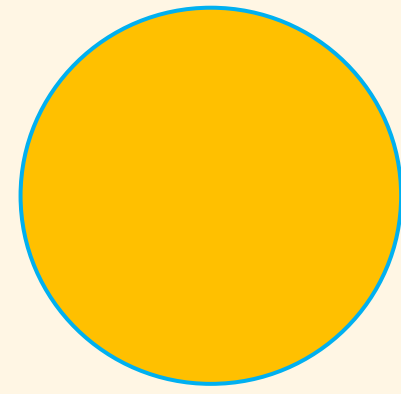


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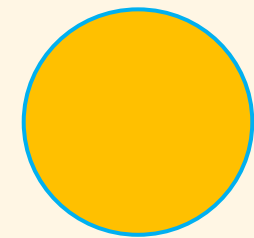
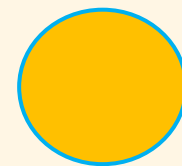
**Competitor  
Growth**



**Low %  
competitor  
share**



**High %  
competitor  
share**



**Competitor  
Decline**

# Plug the leaks



How to market courses that just won't grow

# Identify your academic champions





Don't wait for  
the strategy -  
*define* the  
strategy

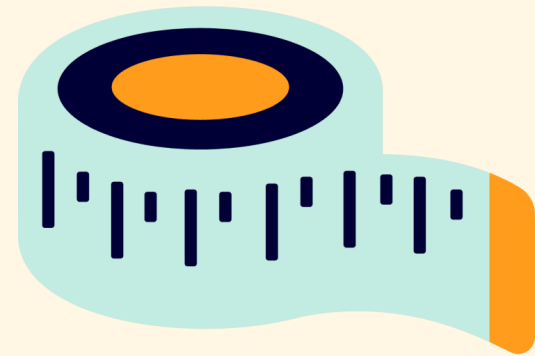


# Marketing courses that just won't grow?



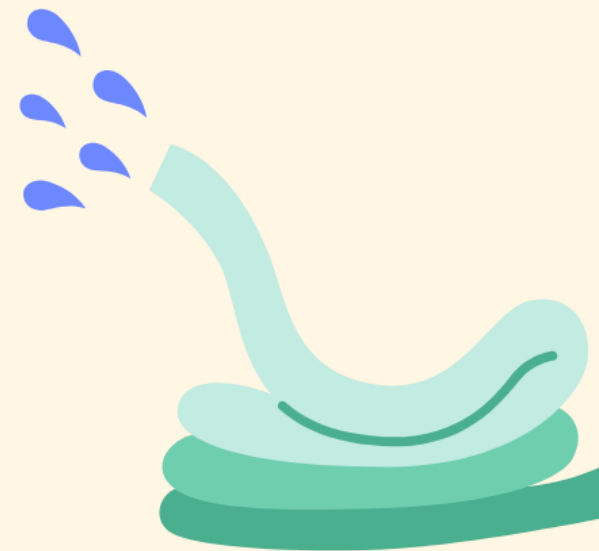
1

Assess



2

Accept



Subtitle

3

Plug



4

Academic Champions



5

Define the strategy

# Thank you

Contact Penny Eccles:  
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