

Royal Academy of Music

Marketing and Student Recruitment Expenditure (excluding staffing costs)

FOIA dataset reference: RAM1225

Date of disclosure: 15 April 2021

2017/18

£50,745 (marketing department expenditure)

Total of £130,985 including expenditure related to international student recruitment.

2018/19

£47,644 (marketing department expenditure)

Total of £151,164 including expenditure related to international student recruitment.

2019/20

£21,196 (marketing department expenditure)

Total of £147,551 including expenditure related to international student recruitment.

This includes expenditure related to events and recruitment marketing, including Chinese social media, diary and prospectus printing, diary mailing/dissemination, and ads (digital and print) and international student recruitment managed by the Registry department.
