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## Standard copy

### Copy for Tier 4 visa scheme

#### Landing page featured section

Title: Tier 4 visa scheme

Copy: Benefit from a streamlined visa application process and get six months' leave after your course. We're one of the original UK universities selected to take part.

Button text: Find out more

Button link: <http://www.bath.ac.uk/guides/tier-4-visa-pilot/>

#### Course landing pages (above rankings)

##### (h4) Tier 4 visa scheme

Benefit from a streamlined visa application process and get six months' extra time on your visa to look for work.

We're one of the original UK universities selected to take part.

[Find out more about the Tier 4 visa scheme.](#)

### Copy for webchats

Title: Live webchat **6 April**

Copy:

Our MSc team will be online from **11:00am (BST)**.

Join us to ask any questions about applying for or studying our MSc courses.

Button text: Find out more and register

Button link: <http://www.bath.ac.uk/management/live-chat/index.html>

### Copy for virtual open days

Title: Virtual Open Day **7 November**

Copy: Experience the University without coming to campus, and chat with members of staff and students.

Button text: Find out more and register

Button link: <https://www.bath.ac.uk/campaigns/experience-the-university-at-a-postgraduate-open-day-or-fair/>

## Copy for EU fees and Brexit

Copy: EU fees for 2020 <strong>will not</strong> change. From 2021 fees may change depending on the outcome of Brexit negotiations. <a href="https://www.bath.ac.uk/guides/advice-for-eu-students-regarding-brexit/#will-my-fees-as-a-current-eu-student-increase" style="color:white; text-decoration:underline;">Read the University's advice for EU students</a>.

## Copy for fees, funding and scholarships page

We remove details of School scholarships until they're confirmed for that year of entry. When it's time to reinstate, the details should be similar to:

### H3: School of Management Scholarships

We have over 30 scholarships worth £5,000 each, open to UK, EU and Overseas applicants.

We will invite eligible candidates to apply.

To be considered for a scholarship, you must have:

- received an offer to study a School of Management master's course starting in 2020
- accepted your offer
- paid your deposit within the four week deadline stated on your offer letter **or** by the scholarship decision date, whichever is earlier
- applied for a scholarship within the scholarship application deadlines

### Scholarship application deadlines

- Apply by **24 February 2020** for a decision by **28 March 2020**
- Apply by **24 April 2020** for a decision by **24 May 2020**
- Apply by **24 July 2020** for a decision by **16 August 2020**

If we award you a scholarship, the money will be taken off your tuition fee.

[Download the full terms and conditions \(http://management-masters.bath.ac.uk/wp-content/uploads/2019/02/scholarship-terms-and-conditions.pdf\)](http://management-masters.bath.ac.uk/wp-content/uploads/2019/02/scholarship-terms-and-conditions.pdf)

### H3: University of Bath taught postgraduate master's bursaries

The University has ten bursaries worth £6,000 available for 2020 entry. You must be a UK student and **hold an undergraduate honours degree from the University of Bath** to apply.

[Find out more about the bursaries.](#)

### H2: University of Bath India Scholarship

We have one scholarship worth £5,000.

You can apply for this scholarship if you:

- are an applicant in India
- have a confirmed offer to study a masters
- have firmly accepted your (conditional or unconditional) offer

The deadline for applications is **1 June 2019**

[Find out more about the University of Bath India Scholarships.](#)

h2: Scholarship terms and conditions

[Download full terms and conditions for School of Management Taught Postgraduate Scholarships](#) (need to make sure PDF is updated for correct year)

## Adding more than one event to the homepage Featured Section

Occasionally, we might have two events that we want to feature on the homepage. It's not built for more than one, but it's possible to hack. The output looks a bit off:

The image shows two examples of dark purple highlight boxes with white text and buttons. The first box has the title "MSc Open Day - 1 June" and the text "Join us on campus to find out how our MSc courses could help you achieve your career goals." Below the text is a button that says "Find out more and register". The second box has the title "Postgraduate virtual open day - 12 June" and the text "Watch live webinars and chat with students and lecturers. Learn more about our courses and student life in Bath." Below the text is a button that says "Find out more and register".

But it's the best we can do. In the example above:

**Title:** MSc Open Day - 1 June

**Copy:**

```
<p>Join us on campus to find out how our MSc courses could help you achieve your career goals.</p>
<a href="http://management-masters.bath.ac.uk/msc-open-day/" class="button outline">Find out more and register</a>
<br/>
<h3>Postgraduate virtual open day - 12 June</h3>
<p>Watch live webinars and chat with students and lecturers. Learn more about our courses and student life in Bath.</p>
```

**Button Text:**

Find out more and register

**Button Link:**

<https://uniofbath.online-event.co/invitation/postgraduate-virtual-open-day-12-june-20>

## Specific elements

### Flickr Galleries/Slideshows

To embed slideshow galleries from Flickr use this method:

Stock URL: <https://www.flickr.com/photos/bathsofm/sets/LONG-NUMBER/show/>

To embed a new gallery from Flickr, copy the long number (location in RED, number will vary) from the gallery URL you want to use into the 'LONG-NUMBER' gap above.

Example: <https://www.flickr.com/photos/bathsofm/albums/72157679965021883>

### Using images on the side highlight boxes

Although they're designed to embed video content, we can add images to 'aside' highlight boxes (such as the 'Timeline Breakdown Aside' element on the content and structure page). This is useful for linking to student case studies on the University website. The output looks like this:

## The student view



[Read a student's experience of doing the Practice Track.](http://www.bath.ac.uk/case-studies/itll-definitely-help-my-employability-a-practical-alternative-to-doing-a-dissertation/)

Upload your image to the media library first. Best width is 350px. From the image library you can get the URL for the image to use in the element.

**Aside title:** What appears above the image

**Aside pull quote:** Meant to be a pullquote from video, but you can format it to be a link. This is also where you can add code for the image. Example:

```


<a href="http://www.bath.ac.uk/case-studies/itll-definitely-help-my-employability-a-practical-alternative-to-doing-a-dissertation/" style="color:white; text-decoration:underline;">Read a student's experience of doing the Practice Track</a>.
```

It's worth setting the width to 350px here, I think the div class shrinks it a little. The inline css (don't tell anyone) forces the text to look like a link.

## Imagery

### Characteristics

Real photos are critically important to gain sense of the place.

Real people tell stories:

- unposed pics
- nice mix of gender/race
- people actually doing things.

long landscape, letter box

photos of campus

students engaging

pics with space to left and right for text overlay

[Link to Uni guidelines](#)

Don't forget to add ALT tags to all images!

## Folder links and Fotoweb

<http://fury.campus.bath.ac.uk/fotoweb/>

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\MSc Brochure 2016 - Graduate Profiles

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\MSc Brochure 2016 - Graduate Profiles\Benjamin Dawes MSc Management

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\MSc Brochure 2016 - Graduate Profiles\Bharat Bajaj MSc Management with Finance

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\MSc Brochure 2016 - Graduate Profiles\Claudia Lorena Garcia MSc ITM

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\Practice Track 2016

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\Big Team Challenge 2016\Vidushi & Kathryn's phone photos

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\MBA induction week 2016

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\Placement Students - Hello Fresh and Unilever - Sept 2016

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\MSc Conversation Club

X:\Management\Groups\School\_Admin\Alumni\_and\_External\Photographs\Photo Library\L'Oreal Google 2011 retouched\retouched

## Image sizes (click to view full size)

### Landing page

Banner image - 1,251px x 446px

? Unknown Attachment

Highlight images - 312px x 314px

? Unknown Attachment ? Unknown Attachment ? Unknown Attachment

? Unknown Attachment

Our city - 780px x 440px

? Unknown Attachment

### Course landing pages

Front page hero image 1200 x 430px

? Unknown Attachment

so when uploading course landing hero pics the bottom bit will have a min nav overlapping like below

guides are also used to create thirds that

? Unknown Attachment

you have to think about where the focus of the header image is

e.g. if you upload this pic as a featured pic

? Unknown Attachment

it will upload as this

? Unknown Attachment

Wordpress crops the pic like this

? Unknown Attachment

## Ranking and accreditation logos

264px x 115px

## Video (see also individual page guides)

This is on the homepage of every course underneath the **video section** tab

## Editor view

? Unknown Attachment

## Title

Either leave blank or include case study, this will be uppercase

## Main Heading

Alt 0174 open quote

"<i>I chose this course because I wanted to enhance my international experience and cross-cultural teamwork</i>"

Alt 0148 close quote

## Copy

More info - Name of student or academic(include comma), <br /> area of study or expertise

40 words, 250 characters max

## Website view

? Unknown Attachment