

Creating and updating PGT programme webpages

Instructions for Digital Content Officers/RCMMs

Summary

Content you have access to and can update in t4:

- Splash image
- Introductory paragraph
- Programme contact (in blue box)
- Programme designation(s) and duration(s) (in blue box)
- Why this Programme
- Embedded video
- Programme structure
- Career Prospects
- Entry Requirements
- Any content within the 'optional content' subsection

Content you will need to email webteam to update:

- Programme name
- Programme page URL
- Programme designation e.g. MSc (listed after programme name)
- Teaching start (in blue box)
- ODL or Blended Learning options (in blue box)
- Campus location(s) (in blue box)
- Register your interest form (in blue box)
- Fees
- Deposit amount
- Application deadlines (in 'how to apply' section)
- English language requirements
- Related programmes tiles
- Apply now button – switching on or off
- Setting programme live (which adds it to PGT A-Z list)

T4 sections you can update:

- Programme page
- Optional content

T4 sections that only webteam can update (due to mirrored content):

- Eng Lang ERs
- How to apply
- Application deadlines

Gathering the content

You can gather the content for a new PGT listing by sending the course convenor a copy of the PGT listing template: [PGT Listing template.docx](#)

Creating the PGT page

To create the PGT listing, send the webteam (webteam@glasgow.ac.uk) the completed PGT listing template or email us providing the following details:

- Official name of programme
- Designation - i.e. whether it is an MSc, PgDip, PgCert, MLitt etc. (it could be one or a combination of these)
- Whether it is on-campus, online distance learning or blended learning
- If on-campus, which campus is it located at? (can be more than one) e.g. Gilmorehill, Dumfries, Garscube, Glasgow Dental Hospital & School etc.
- Whether it is full-time, part-time, or both
- Start month – January, April or September
- Plan code(s)
- Associated subjects (see below)
- Dotdigital ID number to generate register your interest form (if required)

With these details, we create the listing in our programme editor which feeds into t4 and generates the new programme.

Associated subjects

Let the webteam know which subject(s) the programme should be tagged with from this list - <https://www.gla.ac.uk/subjects/>.

The subjects list drives several things:

- The 'refine by' filter on the PGT A-Z which makes it easier for users to search
- The 'related programmes' tiles at the bottom of the PGT programme pages
- The list of PGT programmes on a School site (each subject is associated with a School)

For example, the subject of History is associated with the School of Humanities, so tagging a programme as the subject of 'History' will automatically add it to the 'School of Humanities' PGT list:

<https://www.gla.ac.uk/schools/humanities/postgraduate/>.

If you would like a programme to be tagged as a subject, but not appear in the School site list, let webteam know and we can make the programme subject-related only.

Adding content in t4

Once the programme is set up in t4, the webteam will tell you and you can add to the following fields in t4.

Splash image

- This must be exactly 1400px wide with a maximum height of 600px
- Avoid using generic stock images. Only use a splash image if it highlights a specific selling point of a programme. For example, the facilities students will use or a field trip they will go on.

- It's not necessary to have a splash image if there isn't anything that's suitable.

Introductory sentence

- Add to the field called 'introductory_sentence'
- This is a short paragraph introducing the programme.
- The first 250 characters show up in search results on the PGT A-Z of programmes. When the character limit is exceeded, the text gets cut off, so it is recommended to keep this brief (3 short sentences max).
- This is added as plain text in t4 so it's not possible to add multiple paragraphs, links or any other formatting here.

Blue box information:

- Primary degree awarded – MSc, MLitt etc
- Primary duration ft – duration of the MSc full-time (number of months) e.g. 12
- Primary duration pt – duration of the MSc part-time (number of months) e.g. 24
- PgDip_duration_ft / pt – duration of the PgDip full-time and part time (number of months) e.g. 9
- PgCert_duration_ft / pt – duration of the PgCert full-time and part time (number of months) e.g. 6

Programme contact(s):

- Linked email address of academic contact for the programme e.g. lisa.hau@glasgow.ac.uk

Why this programme

- This is a list of bullet points marketing the programme.
- The first 2 bullet points should be added in the 2 text fields: why_this_programme_bullet_1 and 2. These may get exported to print publications. Each bullet is 300 characters max (including spaces) and can only be plain text so links can't be used in these two bullet points.
- The rest of the bullet points can be added as a bulleted list in the why_this_programme field. Links can be added here.
- Video – if there is a video to introduce the programme, you can add one here. Add the YouTube or Vimeo URL to the 'video' field towards the end of the page in the t4 editor. You can also add a video thumbnail. The video then automatically appears in the top right of 'why this programme' E.g. <https://www.gla.ac.uk/postgraduate/taught/reparatory-justice/>
Note: Make sure to regularly review videos (at least once a year) to ensure the content in them is up-to-date. For example, information about the course convenor, course structure, field trips etc should all be accurate otherwise we are breaking CMA rules.

Programme structure

- Use h3, h4, h5 etc for any headings and subheadings. This is necessary for SEO and accessibility.
- As well as any general information about the programme structure, this section should list core and optional courses as bulleted lists. E.g. <https://www.gla.ac.uk/postgraduate/taught/ancientcultures/#tab=structure>
- If the courses are currently running, you can link them to the [course catalogue](#), which gives users additional information about individual courses (this is required in order to comply with CMA guidance). To link courses to the course catalogue, you need the course code and to use the following syntax:
 - [[[COURSECODE]]]
 - E.g. [[[ENGLIT1234]]]

- If the course is a new course starting in the next academic year, it won't be in the course catalogue yet, so add the course name as text instead (in capitals so it's in keeping with the format of any linked courses)
- Course codes can change year on year, so make sure they stay up-to-date and aren't broken on the programme page.
- The approximate rollover date to the new academic year for the course catalogue every year is 1st August. So any courses that have been added, deleted, or changed code will need to be updated on each programme page on the rollover date. It's advisable to start gathering changes to course codes from programme convenors around a month before the rollover date so you have the updates ready to go from then.

Career prospects

- Add career prospects text here.
- Aim to be as detailed as possible as we know applicants find this content valuable. List typical job roles graduates can expect and examples of recent employers.

Entry requirements

- Add as text.
- The standard entry requirements are: "Entry requirements for postgraduate taught programmes are a 2.1 Honours degree or equivalent qualification (for example, GPA 3.0 or above) in a relevant subject unless otherwise specified."
- Certain programmes may have different entry requirements.
- If a programme requires applicants to supply specific documents in addition to those listed in 'how to apply', they can be added here.

Optional content

- Extra content that doesn't fit anywhere on the programme page can be added so that it appears under the 'More information about this programme' heading at bottom of the programme page. E.g.: <https://www.gla.ac.uk/postgraduate/taught/humangeographyspacespoliticsecologies/>
- Examples of this added value content are: Industry links, staff information, dissertation information, student testimonials, work placement info etc.
- This is added in the 'optional content' subsection of the programme in t4: create content > page 02 content > add text > save and approve
- You can create a new page 02 content type for each piece of content.
- The bullet list under 'more information about this programme' is automatically updated every time a new Page 02 piece of content is approved.
- You can also directly link to this content (using a content link) from the main programme page content.

Additional links

- Any other links which don't fit in the text in the programme page can be added in the 'quicklinks' field in the t4 programme page.
- These appear under the 'More information about this programme' list. E.g. <https://www.gla.ac.uk/postgraduate/taught/textileconservation/>

Saving and approving content

Once all the fields are complete, save and approve the content. As the PGTs are in a t4 workflow, there is a different content approval process to normal. To approve the content:

- Click 'Save' (not 'Save as draft'), which sets the content as pending
- In top left corner of t4 dashboard, click content > approve content.
- Approve your pending PGT content from there

Other information on a programme page

English Language Requirements

Each PGT has a set of English Language requirements. They are displayed under the pink accordion within 'entry requirements'.

The webteam have to add the ELRs as they are content that is contained in a t4 database and then mirrored across multiple PGTs. In T4, they are contained within the Eng Lang ERs subsection of the programme – please leave this section alone.

Generally, the ELRs for each programme are one of four categories:

- Standard
- Enhanced
- Enhanced Arts
- Specialist

The webteam will contact the Admissions team to find out what the ELRs are.

How to apply / Application deadlines

The webteam will find out the application deadlines (Home & International) from the Admissions team.

Application deadlines are mirrored across many PGTs, therefore the webteam need to add these.

The 'Guide to applying online' content is standard content that is mirrored across all PGTs and so can't be changed for a particular programme.

All of this is contained within 'How to apply' and 'Application deadlines' subsections' in t4 – please leave these sections alone

Fees & deposits

The webteam will find out what the fees and deposit will be from the Market Intelligence team (Bo Wang) and add them to the programme editor. This pulls through to the fees & funding section on the programme page

Scholarships/Funding opportunities

Scholarships and funding opportunities are listed as pink accordions within the 'fees & funding' section. These are listed in a database which is managed by the Scholarships team.

To add or remove a funding opportunity, email the Scholarships team: scholarships@glasgow.ac.uk

Setting a programme live

Once approved, email webteam and ask for it to be set live. We will push it live and switch on the listing in the [PGT A-Z](#).

Ongoing changes

If a programme is suspended or deleted:

- Email webteam and we will delete the programme. This removes the programme from the PGT A-Z and switches off the 'apply now' button, but it doesn't remove the content from t4 so it can easily be reinstated on the website if it re-commences.
- Though the content doesn't show, the page still remains on the website (although not linked to from anywhere). Let the webteam know alternative programmes that applicants may be interested in so we can add a sentence suggesting other programme options. E.g. Similar to: <https://www.gla.ac.uk/postgraduate/taught/slaveryforcedmigrationreparativejustice/>
- If the programme needs to be re-instated, email webteam and we can switch the content on again.

If a programme is running but is temporarily not taking applications (e.g. because it is full-up):

- Email webteam and we will switch off the 'apply now' button and add a note to 'how to apply' saying applications are temporarily closed.

If there is a programme name/URL change:

- Email webteam with new programme name and we will change it.
- If the name has changed significantly, the URL may need to be changed as well to reflect this. Let webteam know if this should happen and we will change it and request a redirect from server team from old URL to new URL (so SEO rankings aren't affected and page isn't lost if users have bookmarked it).