

Course Marketing: Create text blocks

How to create pre-defined blocks of text

This guide is intended for staff who are responsible for managing/maintaining course marketing information for their Faculty or School.

Text blocks are pre-defined blocks of text that you can set up once and then reuse across multiple publishing plans or in the future. For example, you might want to create some standard, pre-defined text about open days. You can then use the bulk processing feature to apply this text across a large number of publishing plans (see [Make bulk updates to plans](#)).

To create text blocks:

1. Navigate to **Student Recruiting/Publishing Plans/Set Up/Text Block Codes**.
2. Click on the **Add a New Value** tab.
3. Click on the **magnifying glass** next to the *Text Data Code* field. Select the **description** of the field for which you want to create a text block.
4. Enter a **name** for the text block in the *Text Block Code* field. The name of your text block should reference your School and the type of text block you are creating, e.g. LAW UG FEE. Refer to [School text block codes](#) for assistance in determining your School code.



If you are creating a text block that is intended for use by all Schools, then it is helpful to use SYS as the first three characters of the text block code. This marks the text block out as a University-wide standard. Text blocks that have been set up by the central team are often identified in this way.

5. Click on the **Add** button.
6. The *Effective Date* will default to today's date. Now enter a **title** for your text block in the *Description* field. Make sure you choose a meaningful description to make it easier for you and your colleagues to select this text block in the future.
7. Click on the **notepad** icon next to the *Text Block Content* field to open the HTML editor. From here, you can add the content of your text block.
8. Click the **save icon** (disk image).
9. Click the **Save** button at the bottom of the page.