

BM5203 Marketing Communications & Advertising

Let our students work on your marketing communications plans!

At Kingston University, second year students on our undergraduate BA in Marketing Communications and Advertising programme work in groups to create communications plans for a 'live' brief. Students develop an integrated marketing communications plan to a budget to be agreed with the host organisation.

Deliverables include

- An integrated marketing communications report (4000 words) which will include
 - An analysis of the current market situation
 - Realistic communications objectives
 - Identified target audience(s)
 - A proposed positioning statement and creative strategy
 - A plan for detailed marketing communications activities (traditional and digital)
 - A media plan
 - Example creative work
 - Recommendations for evaluation of the plan

- A short powerpoint presentation of the proposed plan

Students have eight weeks to produce their plans and the brief needs to be ready by 11 December 2015. All groups will present their proposals on Thursday 26 February or Thursday 5 March 2015, 9am – 12noon.

Host organisations do not need to pay students, however students would appreciate assistance with expenses if occurred. Host organisations also need to provide access to relevant resources (e.g. introduction to staff) and any relevant information (e.g. organisation charts & data, previous examples of marketing communications campaigns). Host organisations are welcome to attend the presentations.

Previous work has been undertaken for a newly established vineyard and a small London theatre company.

For further information please contact:

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