**Need help with digital marketing?**

We are now offering again the opportunity for a student placement to assist you with your digital marketing needs. This placement is credited as part of their course [MSc in Digital Marketing Management](https://www.staffs.ac.uk/course/digital-marketing-management-msc)

To get our Masters students ready for the industry we have two modules:

**Digital Marketing Strategy in Practice**(Jan to April 2024)

This module will prepare a tri-partite agreement between the student, the academic staff and the organisation as to the focus of the project. During this time the student and the organisation will develop the working relationship and the student will receive access to the data and systems needed to carry out the initial assessment

First, the student will assess the existing marketing practice (using analytics, comparison against four competitors, best practice in the sector and discussion with the organisation as to what they are trying to achieve).

From the evidence strategic options will be prepared and discussed with the organisation and the strategy agreed for the placement. Finally, consideration will be given as to how to make the project sustainable (so that it can continue after the student leaves).

Once there is agreement the tripartite form is completed and signed. This work carried out between January to April 2024.

**The Digital Marketing Work Placement**

A credited work experience (600 hours) to deliver the project with the organisation concerned. (April to August 2024).

The project can be in any type of organisation e.g. private sector, public sector, charity or a university. It is **not** essential for the work project activity to take place at the premises – many of the projects have been remotely delivered due to COVID.

Here’s a blog with [examples of previous projects our students have completed](https://blogs.staffs.ac.uk/business/2020/08/12/digital-marketing-students-deliver-for-business/).

[Here is the link to profiles of this year’s students. Please contact them direct to start a conversation.](https://padlet.com/craigholdcroft3/digital-marketing-management-class-september-2023-ts04u93xffwb748s)

If you have any other issues please contact either [Prof Jon Fairburn](mailto:jon.fairburn@staffs.ac.uk) or Craig Holdcroft

**Frequently asked questions (FAQs)**

**We’re not sure what we’re doing with our marketing can you help?**

You are very suited to a placement. The student will first review your activity and then in discussion with you provide you with options depending on what your needs are.

**What is digital marketing?**

Digital marketing covers a very wide range of techniques to both get your messages out and to get customers to engage with you. From website design, SEO optimisation, content creation (including podcasts, films and blogs), email marketing, social media, PPC campaigns and more – digital marketing is so much more than just social media. In fact, we have found that in general in recent years social media has been quite a way down the list of effective strategic approaches that organisations can take to develop their digital marketing.

**We need someone to set up and run some social media accounts?**

This has been a common request but so often it is based on very little. What are you trying to achieve? Which social media channel matches the personas of your customers? What is the size of your marketing budget for paid adverts on these channels? Most social media channels have been tightened so organic growth can be very small without a budget.

**We’re a B2B business can you help?**

Yes, B2B often requires a different approach to a B2C organisation. B2B organisations are often sitting on unused assets.

**What resources will the placement need?**

A line manager who can respond to updates and proposed work to give feedback. To provide a recommendation on Linkedin at the end of a satisfactorily completed project.

**Will we need to pay for the placement?**

We have had paid and unpaid placements on the course (the work-placement is credited). Placements that are paid are likely to have access to a wider range of possible students. Some companies have paid a stiped for satisfactory completion of the project. We would expect any organisation to pay for any transport costs and meal allowance if working on site.

If you are ready to start, please contact the student direct. If you have any other queries, then please contact one of the staff tutors below

Prof Jon Fairburn [jon.fairburn@staffs.ac.uk](mailto:jon.fairburn@staffs.ac.uk)

Craig Holdcroft [craig.holdcroft@staffs.ac.uk](mailto:craig.holdcroft@staffs.ac.uk)