**Project Brief for MSc Digital Marketing Management Placement 2024**

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The module Digital Marketing Strategy in Practice aims to prepare and establish the strategic basis of the Work-placement.

The following activities will be carried out by the student in the preparation module:

1. Benchmarking of existing marketing performance.

2. Comparison of organisation against competitors and best in class.

3. Identification of potential strategic priorities as identified by the evidence and in **discussion** with the host and the supervisor

4. Identification of outputs, outcomes and scheduling of project.

5. Signing of agreement between student, host and supervisor as to what the work placement will aim to do.

The student will need access to systems and accounts to access the analytics and to make changes where required.

Please fill in the form below (as much as possible) and return to me

Any queries get in touch with me [jon.fairburn@staffs.ac.uk](mailto:jon.fairburn@staffs.ac.uk) or give me a call if you prefer a chat.

|  |  |
| --- | --- |
| Name of organisation | Staffordshire University |
| Main contact for the placement and contact details (in email and phone number) |  |
| Any other key people that the student will need to consult or work with? |  |
| Does the organisation/host have an existing marketing strategy?  *Note – if no this may well be one of the outputs that can be developed from the work-placement*  *If yes – can a copy be made available to the student* | {Expand box as needed} |
| Does the organisation have an existing style guide? *If no a style guide could be one of the outputs from the project* |  |
| Existing website address (if you know what platform the existing website is hosted on e.g. Wordpress please state it) |  |
| Existing social media channels – list all accounts with their actual url or handle if possible  (Linkedin, Facebook, Twitter, Instagram, Tiktok etc) |  |
| Do you currently produce a newsletter? If so how often is it produced |  |
| Do you currently use email marketing? |  |
| Do you have any particular marketing issue that you want the placement to examine?  *This question is really for organisations that are quite advanced in their marketing*, *know the basics are working and are looking to explore something new*. |  |
| Any other comments/ useful information you can provide |  |

Please return to [jon.fairburn@staffs.ac.uk](mailto:jon.fairburn@staffs.ac.uk)

Note more details of the placement can be found here

<https://blogs.staffs.ac.uk/business/2023/11/02/looking-for-help-with-digital-marketing/>

Profiles of available students are here

<https://padlet.com/craigholdcroft3/digital-marketing-management-class-september-2023-ts04u93xffwb748s>