



MARKETING WORKS:

Marketing Works is an opportunity for companies and organizations to commission a project to be undertaken by postgraduate students in the Marketing Department of Strathclyde Business School. In 2014/15 we undertook 30 Marketing Works Projects, including clients from start-up companies to medium sized and large enterprises. Clients included, IBM Scotland, Scouts Scotland, Robertson Rainwear, Swiss Eyewear Group and the University of Strathclyde.

Benefits to participating companies

- Access to best practice concepts and techniques in marketing.
- An opportunity to obtain marketing recommendations.
- Projects tailored to your specific needs and requirements.
- Opportunity to work with students from a variety of cultural backgrounds.
- A report designed to deliver value to your organization.
- Time and resource savings.
- Confidentiality of company information is observed. Where appropriate Non-Disclosure Agreements can be entered into.

How the projects work

- Project scope will be agreed with you in advance, based on your project brief.
- Clients can expect to spend on average five meetings with the group, probably on a monthly basis.
- Groups will work on the project from mid-January until mid-May 2016.
- Groups are allocated an academic supervisor to guide students for the duration of the project and to assist in client liaison.
- Clients will receive a detailed report after the projects' academic assessment.

How much will it cost?

The cost of participation is £500 excluding vat. This will go towards final presentations, printing and other related administrative costs.

MSc International Marketing

A multinational group of usually five students from our MSc Programmes will undertake a project and deliver practical recommendations.

Topics could cover:

- Country screening and market research.
- Identification of market opportunities.
- Franchising, licensing, joint venture and partnering opportunities.
- International strategy development.
- New product development in markets.
- Pricing strategies.
- Distribution and logistics.
- Internet supported internationalization.

The above list is not exclusive; the only requirement is that the project shall have an **international dimension**.

MSc Marketing

A marketing project will add value to a wide range of marketing activities aimed at the UK.

Topics could include:

- Evaluation of marketing opportunities.
- Analysis and strategy.
- Media strategies.
- Customer service enhancement.
- Product strategy.

We are happy to discuss any topics. Our main requirement is that the project should be challenging in terms of both analysis and formulation of recommendations.

MSc Tourism Marketing Management

These are projects with a particular emphasis on all aspects of this specialist sector, from hotels and catering through to visitor attractions.

Topics could include:

- Customer feedback and satisfaction.
- Developing digital strategies.
- Community based tourism.
- Destination marketing.
- Visitor relationship marketing.

For further information and to note interest, please contact:-

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