

THE INFORMED CONSUMER

Social media, marketing and sales

COMPANY PARTNER: BEBC

BEBC provides English Language Teaching (ELT) books and resources for universities, teachers and English Schools.

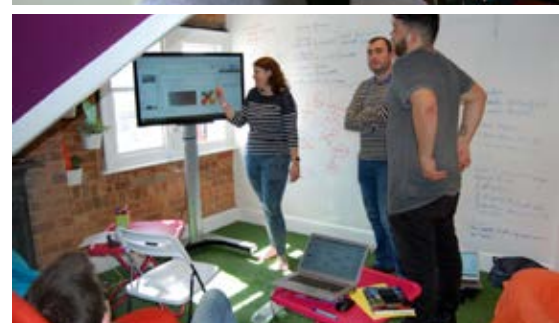
- The power of social media
- Promotion and advertising
- Selling to a target market

COURSE 6: 2 Weeks / Stages 1 & 2 / Full Time

23 July -
3 August 2018

STUDENT PROFILE: 15 students

14 x Italian, 1 x Brazilian



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STAGE 1 WORKSHOPS

Young People's Index - Identifying and developing 21st Century skills and learning how to use your own unique skill set to complement others' as a part of a team.

Design Thinking - Learning how to improve creative and critical thinking, as well as how to conduct research, develop prototypes and articulate ideas.

Time Management and Project Planning - Undertaking a series of activities that highlight the importance of thorough planning and working to deadlines.

Presentation Skills - Enhancing ability to organise content and engage an audience when giving a presentation.

Language Gymnastics - Perfecting pronunciation - a workshop designed to develop more confidence and natural sounding speech.

STAGE 1 PROJECT

Preparing, creating and presenting a social media marketing campaign for Capital School of English and particularly the Future Success course, including researching existing campaigns and analysing their success. The students worked in three teams and it was this 'working in groups' (Gabriel, Brazil), 'Participation' (Alberto, Italy) and 'teamwork' (Giulia, Bianca, Elisabetta - Italy) that the students learned from doing the project and that they would take forward to stage 2.

STAGE 2 PROJECT with BEBC

The brief, designed in conjunction with BEBC, challenged the students to research, plan, promote and host two simultaneous pop-up book stalls at Capital School of English and nearby Southbourne School of English and to sell as many books as possible to the respective student bodies during the timeframe.

The students designed and distributed questionnaires to their target market to better understand the different demographics and the most popular types of books, and then used this data to plan their stock selection and sales strategy. They then created posters and social media promotional pages to advertise the book stalls prior to the event.

Central to the preparation process was a visit to BEBC's base of operations. Here the students were shown around the warehouse floor and given the opportunity to track an order from placement to shipping, as well as pick the brains of marketing executive Nick Edwards and customer service manager Becky Lushi. Nick and Becky were also on hand during the event itself, providing support and advice.



COURSE SUMMARY

The project and course itself were a resounding success with the students taking full advantage of the workshops on offer and the opportunity to work alongside and represent a real business in the field. Each stall sold their selection of books, and oversaw a combined sales total in excess of £750.

STUDENT FEEDBACK

"My highlights were the technology devices, the possibility to manage the time ourselves and collaborating with BEBC because I have had a new experience"

Catarina, Italy

"The course has allowed me to improve my spoken English because I had to communicate with the other students constantly."

Gabriel Miranda, Brazil

"I would recommend the course to others because it was really useful and interesting. It helped me to improve my confidence, and the highlights were being able to work creatively within a team."

Linda Costantini, Italy



INTRODUCTION TO G SUITE

BACK 

30 minutes

The course tutor guides the students around the world of Google Suite, showing them the fundamentals of, amongst others, presentation software - Google Slides and website designing software - Google Sites, giving students the edge when it comes to delivering high-quality, engaging presentations.

“Multifunctional software is at the heart of almost every business and being able to navigate it effortlessly and use it to its full potential is a huge advantage. Whether it's creating presentations, websites or spreadsheets, this workshop gives students a glimpse of what is possible with Google's G Suite.”

James - course tutor

What former Future Success students said about this workshop:

‘Using Docs to express my ideas and Slides to do the presentation was really useful’ Santino, Venezuela

‘The drive was really helpful’ Anna, Italy

‘I enjoyed working in The Hub...the touch screen TV and Chromebooks.’ Gabriel, Brazil

