

# DESIGN, MAKE AND MARKET

## Innovation in a global market

### COMPANY PARTNER: SMD LTD

An engineering company specialising in structural floor and roof solutions  
smdltd.co.uk

- Generating ideas
- The business of advertising
- Cultural bias

COURSE 2: 3 weeks / Stages 1 & 2 / Part Time

12-29 March 2018

### STUDENT PROFILE: 6 students

2 x Venezuelan, 2 x Korean, 1 x Japanese, 1 x Saudi Arabian

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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.

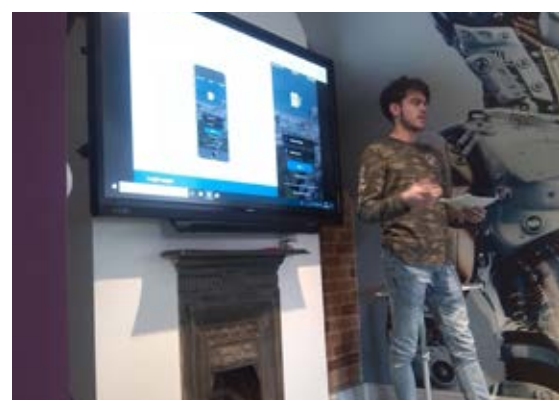
**Presentation Skills** - Enhancing ability to organise content and engage an audience when giving a presentation.

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

### STAGE 1 PROJECT

To back up the company project that would follow students were asked to design and create a cross-cultural web-based social interaction project within Capital School of English. A project designed to bring together the different cultures, traditions, interests, experiences and backgrounds of the students.

At the end of the project when asked what they had learned to carry forward to the company project the students commented that 'Organisation is vital' (Giovanni), 'the necessity to be creative and work as a team' (Ernesto), and that 'it is possible to make a successful project even if you can't speak perfectly.' (Miso)



## STAGE 2 PROJECT with SMD

The students worked with SMD Engineering on a challenging brief to identify the main barriers to entry for a UK company trading within an identified country/region. The regions of South-East Asia and South America were chosen to reflect the nationalities of the students. In this project students were asked to list out methods of how to overcome cultural barriers with a targeted marketing campaign aimed specifically at the local market, bearing in mind regional customs and methods of communication, so that the content and layout were sympathetic and appropriate to the area in question.

## COURSE SUMMARY

At the end of the third week the students produced solutions and advice that the international manager, and the marketing and brand manager for SMD, Jane Biddle and Pete Watkins felt provided them with real pathways to help them when marketing to these areas. The project had also been very positive for the students as Giovanni from Venezuela put it, 'because the actual experience is a real experience with a big, real company.'

Students also felt that they had improved their skills in all areas and especially their communication skills and the all round experience had been very positive.

## STUDENT FEEDBACK

*'I enjoy being under pressure in all the activities, because that help me to manage my time and focus on tasks...I really enjoy the experience and the opportunity to work with SMD and also I would like to congratulate out teacher for been so helpful and supportive every time.'*

Ernesto, Venezuela

*'I enjoyed working with other people and knowing how they think.'*

Mohammed, Saudi Arabia













# 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

