

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.

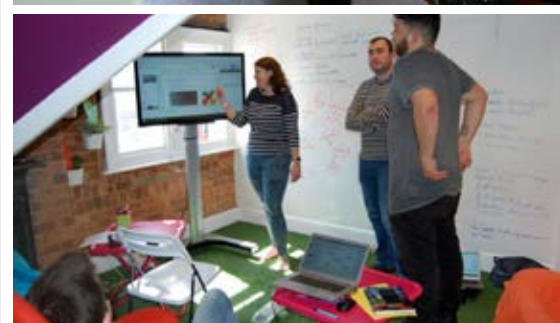
- The power of social media
- Promotion and advertising
- Selling to a target market

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



PROJECT PLANNING AND TIME MANAGEMENT

BACK



2 hours with Robin Pearce

Experienced business English teacher Robin Pearce leads the Project Planning and Time Management workshop. Students work on several mini projects and learn how to plan their project, fix deadlines, execute their plan and give feedback on their own and others' work, as well as valuable skills such as delegation and lateral thinking.

“The aim of project and time management is ultimately to get more and higher quality work done in a shorter amount of time and allows for reasonable deadlines to be set and met.”

Robin - workshop tutor

What former Future Success students said about this workshop:

‘I enjoy being under pressure in all the activities, because that helps me to manage my time and focus on tasks.’

Ernesto - Venezuela

There were lots of opportunities to collaborate.

Marta, Italy



DESIGN AND CREATIVE THINKING

BACK



2 hours with Cheryl Brooks

With a background in interior design and fine art, Future Success coordinator Cheryl Brooks leads the Design Thinking workshop based around principles developed at the Institute for Design at Stanford University. By learning techniques to promote their creativity and critical thinking, students learn to identify problems and combat these with unique solutions.

Cheryl - workshop tutor

What former Future Success students said about this workshop:

'It really helped to improve our creativity'
Ernesto - Italy

'The workshop was dynamic. I particularly enjoyed the activity that made us work with a partner and only use one of our hands each.'
Gabriel, Brazil

'We used teamwork to turn our ideas into a beautiful design'
Khalid, Saudi Arabia



YOUNG PEOPLE INDEX

BACK



2 hours with Helen Rivero & Andrew Roberts-Wray

This workshop aims to empower young people by highlighting their natural preferences and inclinations in terms of how they contribute to a team, organisation, project or role and thus boost confidence and self-awareness.

“It is vital that each and every young person is aware of their own individual strengths and skills so they can not only see the value they add in the classroom or in society but are also able to make more informed choices about their future.”

What former Future Success students said about this workshop:

‘The Young People Index workshop was a highlight of the course’
Gabriel, Brazil



PRESENTATION SKILLS

BACK



1.5 hours with Spencer Fordham

Capital School of English's Managing Director Spencer Fordham brings his wealth of public speaking knowledge to the Presentation Skills workshop and gives students the tools to deliver professional and confident presentations to an audience

"Delivering information clearly and effectively is a key skill to get your ideas and results across and, today, presentation skills are sought after in almost every field."

Spencer - workshop tutor

What former Future Success students said about this workshop:

'The presentation skills workshop gave me a lot to think about and definitely improved my overall final performance.'

Iris, Spain

'I learned the importance of engaging an audience.'

Mohammed, Saudi Arabia



LANGUAGE GYMNASTICS

BACK



1 hours with Cristina Fraser

Cristina Fraser runs the Language Gymnastics workshop, empowering students to speak clearly and confidently, allowing them to trust their pronunciation and ultimately focus more on content. The workshop includes an opportunity for students to flag up any problem words that are likely to appear frequently in the final presentation, for example local place names, and dedicate time to them specifically.

“Students are always keen to sound as natural as possible when speaking English, especially when involved in projects that culminate in public speaking. This workshop focuses on improving the accuracy of key sounds, stress and linking in the language with an emphasis on the final presentation.”

Cristina - workshop tutor

What former Future Success students said about this workshop:

‘I was able to focus on words I was struggling with and that would appear in my final presentation. Also I had guidance on how to improve my pronunciation.’
Iris, Spain



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**

