

UTILISING FEEDBACK FOR PROGRAM DEVELOPMENT

Student experience



- 1** CHANGING TRENDS IN DIGITAL MARKETING
- FAST MOVING INDUSTRY



- 2** SECONDARY RESEARCH
- EDUCATION TRENDS FOR BUSINESS SCHOOLS AND OTHER DIGITAL MARKETING PROGRAMS



- 3** PRIMARY RESEARCH FORMAL AND INFORMAL
- STUDENT SURVEY

- IN-CLASS FEED-BACK



- 4** FINDINGS
- STUDENTS FEEL THEY LACK PRACTICE
- WANT MORE INTERACTION
- HOPE FOR MORE OPPORTUNITIES



- 5** CHANGE IMPLEMENTED
- EXPERIMENT WITH DELIVERING DIGITAL MARKETING CAMPAIGN - LIVE BRIEF ON CLBS
- GUEST SPEAKER
- MINTEL TRAINING



- 6** NEW PROGRAMME CREATED
- USP - PRACTICE
- RECRUITING SUCCESSFULLY