



Postgraduate Consultancy Projects



Coventry Libraries Advice and Health Information Service

The Project

Title: **Marketing Communications Plan**

Objectives: **To create a marketing strategy aimed at attracting University students to the Public Library Services online resources and to visit Public Libraries.**

Employer Testimonial

“Coventry Library Services had never undertaken such an exercise before. When the opportunity arose it offered the chance to explore an academic piece of research on a service area that needed further development.

The process was extremely easy to follow and guidance was always provided.

The intern student has brought to the internship project a desire to learn and produce a report that combines the needs of the Library Service with the students own academic requirements. In particular a level of research and marketing understanding that the Library Service does not have.

The Library Service has already introduced a number of the proposed marketing proposals and will continue to do so as part of a targeted promotion. We are looking forward to being able to evaluate the changes we have made and continuing to shape our Service accordingly.

The Library Service have already submitted a new internship project proposal to the BES PG Employment team and dependent on the outcome of this project may look at a further application to deliver the Marketing Strategy.”

The intern student has brought to the internship project, a level of research and marketing understanding that the Library Service does not have.

David Lloyd
Service Development Manager

Student Testimonial

“The internship offered me the chance to not only advance my professional development but also benefit a company/organisation in improving their marketing efforts. It also allowed me to add to a portfolio which I hope will heighten my chances of gaining employment.

The workshops prior to the beginning of the internship were very valuable; providing information and advice on both the application process and the internships themselves. The continued support I received from my academic supervisor during the internship was also incredibly useful. The knowledge that I would always have access to support and advice from someone at the University was particularly reassuring.

Before I began my internship I was expecting an experience that would allow me to portray my ability as a marketer in a professional environment.

I have developed many of the skills and knowledge I have acquired during my masters. I developed a knowledge of the industry, and of how digital and direct marketing can be employed to directly influence a company in the professional world.

My advice: do it! From my experience, and through conversations with my peers, I would say that you certainly get out of the internship what you put in. The internship is more than an academic module; it is an opportunity to gain professional knowledge and experience, and to begin building a portfolio.”

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Matthew Erskine
MA Advertising and Marketing student

Coventry
Business School