



# 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.”

**“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.”**

Matthew Erskine  
MA Advertising and Marketing student



**Coventry**  
Business School