

## Marketing Students Develop Winning Social Media Strategy

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A total of sixty students from the MSc Strategic Marketing and Consulting and MSc Marketing Communications programmes took part in their very own Dragons' Den challenge this month as they pitched social media strategies to industry experts in the hope of having their campaign selected as the winner.

Organised by marketing agency **Big Cat Group** (<http://bigcatgroup.co.uk/>), students were tasked with developing a three month social media strategy for energy and telecommunications firm Glide. The strategy was to be aimed at either tenants or landlords and utilise social media platforms to raise brand awareness and to further drive Glide sales.

The students were put into six groups and pitted against each other to win a real life contract and £500. They were briefed by **Glide** (<http://www.glide.uk.com/>) to develop their strategy, a critical path, budget and estimated return on investment before presenting their strategies to a panel.

The winning group utilised existing gamification technology to interact with students in the Birmingham area.



James Villareal, Managing Director of Glide "The calibre of students participating in our university challenge was exceptional. There were so many innovative ideas, many of which we may consider for the future. Social Media is a very difficult subject to teach, purely due to the fast paced nature of technology. This session allowed the students to experience planning a campaign with a real time budget and timeline."

Wendy Fox-Kirk, MSc Projects Consultant said, "We were thoroughly impressed with the way the interactive session went. It's not every day that students are given a real life brief by a prospective client and have the opportunity for their campaign to be implemented. Following on from the success of this session, we are now looking to roll out similar formats across other courses and modules."