

## Business School students impress social media dragons

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Birmingham Business School students entered the Dragons' Den when they took on a social media challenge set by industry experts.

The competition, organised by marketing agency Big Cat Group, challenged students to develop a three month social media strategy for energy and telecommunications firm Glide, whose Managing Director is James Villareal (BSc Economics, 2004).

The strategy was aimed at either tenants or landlords and utilised social media platforms to raise brand awareness and drive Glide sales.

“ James Villareal, Managing Director - Glide: The calibre of students participating in our university challenge was exceptional. There were so many innovative ideas produced out of the session, many of which we may consider for the future.

Following a briefing session, students were split into six groups and allocated two hours to develop their strategy, a critical path, budget and estimated return on investment before then presenting to a panel from Big Cat, Glide and the universities.

The winning group utilised existing gamification technology, which applies gaming mechanisms to non-gaming applications to increase involvement and engagement, to interact with students in the Birmingham area.



Wendy Fox-Kirk, Deputy Director of MBA, added: "We were thoroughly impressed with the way the interactive session went. It's not every day that students will be given a real-life brief by a prospective client and have the opportunity for the campaign to be implemented."