



186 Oldbury Road, Rowley Regis
West Midlands. B65 0NW
Tele: 0121 561 2800/Fax: 0121 561 2700
email: info@sammyrose.com

Practical Business Based Initiatives To Help Promote and Understand Enterprise Within Schools and Colleges

Be A Marketing Agency For A Day:



OBJECTIVE:

The purpose of this programme is to demonstrate how in business little information is given and as such, initiative has to be used to fully understand what is required and to deliver the right response accordingly.

FORMAT:

This initiative starts with a local business being invited to present a marketing brief to a year group.

The year group is then divided into teams of 4 (Ideally 16-20 students in total across 4 teams of 4/5 members each)

Each team is tasked with being a marketing agency that has been employed to come up with a proposal to the brief delivered.

The teams have 1 day to respond to this within a workshop style environment; a consultant from Sammy Rose Management Services facilitating them through a series of scenarios that will lead them towards preparing a final presentation of their ideas. Each team then presents their proposal at the end of the day to the local business representative, who will then judge a winner.

**VARIATION:**

This session is available across several themes, depending on key skills required and resources available to support the students in their work.

For example the programme can be biased towards market research and as such the students are required to firstly look at secondary research options using the internet, supported with primary research involving calling local businesses and asking them to take part in a questionnaire.

Additionally/alternatively the session can focus on the design element of an agency's work; students being shown how psychology is applied in design and introduced to the points and pitfalls of modern media alternatives.

OUTCOME:

By the end of the programme students have had to tackle a real problem and present their ideas/conclusions under pressure and with accuracy, supplying solid evidence to support their proposal.

They have also had to work in a team and so face the challenges that this provides in respect of understanding each other and how best to find and use the key strengths of each member.

WHY USE SAMMY ROSE MANAGEMENT SERVICES?

SRMS are an award winning marketing agency that specialises in working with SME* businesses, the type of businesses that make up over 90% of the economy. As such they are businesses that many of today's students will be working with tomorrow and therefore should be gaining some exposure towards today.

*An SME is a small, medium sized business that employs less than 250 and in most cases less than 50 employees.

Sammy Rose, the lead consultant of Sammy Rose Management Services has also taught marketing and business studies at OND/HND level and so is aware of what content and stimulation is needed to bring the subject of business and enterprise alive to 16-20 age groups.

S.R.M.S. are working with a number of Education Business Partnerships and local business agencies on business initiatives for schools and their students and in doing so, are constantly striving to introduce added dimension to their programmes, wherever possible bringing in real businesses and their problems to support these programmes.