

Business: Talent

Case Study: Exeter College



Exeter College offers a wide range of high quality higher education and full-time education and skills courses.

Graduate: Anna Winston

Business Management, Exeter College

Challenge

To carry out research to help identify target audiences for the different departments at Exeter College and the courses they offer. The aim was to gather information, through student surveys and focus groups, to aid the College's recruitment processes and to apply marketing principles to analyse the current activity carried out by the College's different departments.

Project Impact

- Explored new forms of marketing and emerging marketing strategy (stream-lined for each market segment)
- Provided information to help with the allocation of resources
- Provided all the departments with a basis from which to work
- In the long term it will help to ensure that the ultimate aim of the College will be achieved as it is in-line with the College's overall strategic plan
- The plan can be used regularly to check on progress to ensure objectives are achieved

Graduate Development

- Improved the graduate's communication skills
- Improved the graduate's research skills
- It gave the graduate the experience of applying marketing theory gained at University in a practical work environment
- Improved the graduate's business knowledge, gained through the Graduate Business Partnership Business Training Course provided by The University of Exeter



“ The graduate project has had a significant impact on the College. Our new marketing strategy and plan is based on the results of this work. The breadth of research and understanding of the operational aspects of the College, has resulted in realistic planned marketing activities and priorities based on definable market segments which are mission aligned to ensure effective use of resources. ”

Sylvia Jarman
Head of Marketing & Communication

“ I'd been trying to break into the industry since graduation - but for most employers I was either over qualified or under experienced. The project gave me the opportunity to show exactly what I could do and it resulted in the College offering me a full-time job in the Marketing Department after my placement finished. ”

Anna Winston



Graduate Business Partnership **GBP**

The Graduate Business Partnership is a project-based twenty week placement run by the University of Exeter. Companies have been benefiting from the graduate placements since 1997 and many will “test drive” a potential new employee using this scheme. Placements can be arranged throughout the year and graduates will attend the ten day Business Training Course one day a fortnight with cohorts starting at regular intervals throughout the year.

If you are interested in taking part, please contact: Jane Gill, Employer Liaison Officer, Careers and Employment Service, The University of Exeter, Kay Building, North Park Road, Exeter EX4 4DF. Telephone 01392 263844 Email j.gill@exeter.ac.uk
View current projects and placements at: www.exeter.ac.uk/business

Contact us for further information

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