

## Shell Step Project:

## Production of marketing and PR material



**Name:** David Wilson

**University:** University of Bournemouth

**Course:** BA (Hons) Communication & Media

**Project Summary:** University of Bournemouth student, David Wilson, produced brochures on course subjects available through Wessex Training and Assessment. He also adapted the hard-copy format into e-versions for clients to access online, as well as inputting data into the company's client database, composing press releases and undertaking market research.

**Company:** Wessex Training & Assessment Ltd

**Website:** [www.wessextal.co.uk](http://www.wessextal.co.uk)

**Location:** Poole, Dorset



**Description:** Wessex Training and Assessment offers a variety of training and qualifications to nationally recognised standards within Dorset and surrounding counties.

David was initially asked to look at the company's output and objectives and use his marketing and communication skills to produce new course brochures from scratch. These will be made available to prospective students, many of whom can now be contacted via email, as David also worked on inputting client details on the company database.

Wessex Training and Assessment was delighted with David's initiative. "We were seeking a candidate with good skills, a positive outlook and fresh ideas. David fitted in very well and became very much part of our small team," said Jennifer Peters, a Company Director.

*"David produced literature, undertaking his own research on basic given information, and his IT and marketing skills were invaluable to us when it came to posting information online. As well as working on set tasks, David contributed to other ongoing jobs – from inputting data to composing press releases and conducting market research. He was brilliant."*