



Outduction Case Study

Title	Have I got Careers News for you – March 2010
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Intended learning outcome	<ul style="list-style-type: none"> • To inform students of the situation within the graduate job market (marketing) • To test their awareness of the sector • To promote job opportunities for marketing graduates within various sectors and organisation.
Problem statement (what did case study seek to address?)	<ul style="list-style-type: none"> • Lack of awareness amongst students of what they would be facing upon graduate • Lack of awareness of job opportunities for students with a marketing back ground
Context	<p>Kingston Business School postgraduate Marketing students had their knowledge assessed in the schools first 'Have I got Careers News for you', delivered by the Careers and Employability team.</p> <p>This event was aimed at Postgraduate marketing students, and was delivered at the end of an assessed session that was compulsory for students to attend.</p>
Activity	<p>Over 50 students attended the event, where they were divided into teams, and competed against each other in challenges such as answering statistical questions on the graduate job market, a missing words round about careers in the news, and brand recognition.</p> <p>The scores were neck and neck throughout the quiz, and as a result the winner was decided through a tiebreak question, with the team Charlie's Angels coming out as winners!</p> <p>'The 'Have I Got Careers News for You' event for full time Masters Students on Marketing and Communications courses was a huge success. It was wonderful to see all the students so enthusiastic and energised. I have wanted to include an event like this in our 'Planning Your Career in Marketing and Communications' module for some time. I am delighted that Alison and Tonia, with the assistance of Cat and the media people, delivered such a useful and</p>

	enjoyable event. My thanks go to all those involved in the planning and delivery of the event'. <i>Patricia Harris, Course Director</i>
Issues	
Hot tips/key points for effective practice	Working with the relevant academics worked really well. Because students 'had' to be around for the assessment of their work/mood boards, there was already a captive audience, so there was less need for flyering and promotion of the quix part of the event.