



## Business Consulting Opportunities with UOB-SMU AEI

### **Project 492/FY17 – Online Marketing Strategies**

#### **Brief Company Profile**

The company is in the training and consultancy business.

#### **Objective of the consulting project**

The company holds the distribution rights for two international well-known leadership training programmes. On its own, it has also developed several learning and development programmes. Through this project, it would like to tap on the student team's expertise to improve their online presence, understand how its target audience search for information and to have a more wholesome online marketing strategies.

#### **Project Scope**

- Recommend best practices from industry
  - Conduct competitors' analysis
  - Review and recommend suitable improvements to current website
  - Evaluate and propose suitable digital channels for its services
- Propose suitable initiatives/campaign to roll out the recommended strategies

#### **Student Requirements**

- **3-member** team with at least one Year 3 / 4 student

The team will be mentored by a [project advisor](#).

#### **More Information**

Start Date: ASAP

Duration of project: 14-16 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks