



UOB-SMU
Asian Enterprise Institute

A photograph showing a group of five students sitting on a grassy area outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 582FY18 - Marketing Strategies Implementation

Brief Company Profile

The company is in the education industry.

Objective of the consulting project

The business aims to foster the joy of learning and inventive thinking in children through handicraft and science kit building. As a new entrant into the market, it has low brand awareness and its product concept is pretty vague to the consumers. It is looking for a team to gather market insights and to develop suitable targeted marketing strategies to bring about greater awareness..

Project Scope

- Define and validate target segment through research; develop market insights
- Develop and design overarching Digital Marketing Strategy to create brand awareness
- Design mini digital marketing campaign for implementation and the management of possible digital channels throughout the project duration
- Develop website framework
- Analyse and iterate for improved outcomes

Student Requirements

- **3-member** team with at least one student majoring in Marketing, and has completed the Digital Marketing Module
- Preferably with previous hands-on experience in social media management in Instagram, Facebook etc
- The team will be mentored by a [project advisor](#)

More Information

Start Date: ASAP

Duration of project: 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