



UOB-SMU
Asian Enterprise Institute

Business Consulting Opportunities with UOB-SMU AEI



Project 765FY20 – Implementation

Brief Company Profile

The founder has over twenty years of experience in Human Capital Management and Development with the latter years in Career Counselling and Coaching.

Objective of the consulting project

Over the years in business, the founder has built its company's reputation and standing through her experience and deep knowledge in the field of work. Business development is mainly through word of mouth referrals.

With digital transformation being the buzzword for all, the founder would like to engage a student team to help kickstart this journey. It would certainly benefit from the creative and innovative minds of the young talents in crafting the right set of strategies to the bite-sized implementation works.

Project Scope

This project focuses mainly on setting out a digital marketing strategy complete with timeline indication and implementation (pre-launch and actual launch). Student team is expected to be versed in various digital campaigns across the major social media channels and expected to design mini digital marketing campaign for implementation and the management/documentation of possible digital channels throughout the project duration as well as to analyse and iterate for improved outcomes. Student team may also be required to develop suitable content alongside the company during the course of the project.

Student Requirements

- **3-member** team, prior hands-on digital marketing experience is a must.

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

More Information

Start Date: ASAP

Duration of project: 20 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