



Essex Business School and Health and Social Care (Southend campus)- 8 July

Morning sessions (11:15 am- 12:15pm):

- **Essex Business School- *Marketing Challenge*:** Students will be introduced to several different areas of marketing, with a particular focus on digital marketing techniques. After discussing various techniques, we will watch some examples of video adverts and discuss their impact. The students will then be split into small groups and be given a short amount of time to design and film their own short advert for an item we'll provide. Each advert will then be shared with the whole group and discussed.
- **Nursing (Mental health and adult)- *TBC*.**

Afternoon sessions (13:00pm- 14:00pm):

- **Essex Business School- *Business Consultancy*:** Students will be presented with a business case study for a fictional local business. They will need to read and interpret the case study which will include basic financial performance data. They will then work in teams to carry out a SWOT analysis to identify strengths, weaknesses, opportunities, and threats. They will be expected to include information they have gained from reading the case study as well as their own knowledge of the type of products and services the business offers. Each team will be asked to share part of their SWOT analysis with the whole group, and we will discuss.
- **Social Work- *TBC*.**