

PROFESSIONAL PLACEMENT

BMBM5014

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WHO AM I ?

- 2ND YEAR BUSINESS MANAGEMENT (MARKETING) STUDENT AT UWTSD
- I HAVE CHOSEN TO UNDERTAKE THE PROFESSIONAL PLACEMENT MODULE WHICH WILL INCLUDE 200HOURS IN MY CHOSEN ORGANISATION/BUSINESS
- I AM LOOKING TO GAIN HANDS ON EXPERIENCE IN A WORKING ENVIRONMENT TO BECOME MORE EMPLOYABLE AFTER MY DEGREE
- I HAVE A HIGH INTEREST IN FASHION MARKETING AND PROMOTION

'A degree alone is not enough. Employers are looking for more than just technical skills and knowledge of a degree discipline. They particularly value skills such as communication, team-working and problem solving' (Jones, 2004)

AIMS AND OBJECTIVES

MY THREE MAIN AIMS OF WHAT I WANT TO ACHIEVE FROM UNDERTAKING A PROFESSIONAL PLACEMENT ARE AS FOLLOWS:

- 
- Get a Marketing Placement
 - Develop and gain experience and knowledge
 - Network as much as possible
 - Explore the different roles and responsibilities in my chosen profession

PLACEMENT OPTION 1 – BRANDLAB (FASHION MARKETING INTERN)

- Situated in Cardiff Bay
- Gain an insight into fashion wholesalers and how they display and sell their products to fashion buyers and retailers
- Undertake market research to find potential clients and assist in editing and designing the website/social media pages
- Assisting with photo shoots and implementing data onto the virtual showrooms.



**‘BrandLab is the complete global solution designed to streamline wholesale fashion buying, with 24/7 access to digital showrooms and integrated order processing and payment software’
(O’Connell,2020)**

OPTION 2 – LC SWANSEA (SALES AND MARKETING INTERN)

- Situated in Swansea
- The leisure centre has a range of activities from a Waterpark, Play Area, Gym and Health suite.
- The marketing internship will include delivering market campaigns across a variety of digital marketing channels, for example Instagram.
- Gaining experience on feeding and translating actions taken across all Freedom Leisure sites.
- Assisting the content management team in relation to the website whilst analysing and addressing any questions or issues.

'The LC are pleased to announce that we have topped the pole of the Best Paid for Visitor Attraction in Wales for the 6th year running, following the publication of a tourism report by Visit Wales'. (Batsford,2020)



OPTION 3 – NHS COMMUNICATIONS & MARKETING PLACEMENT

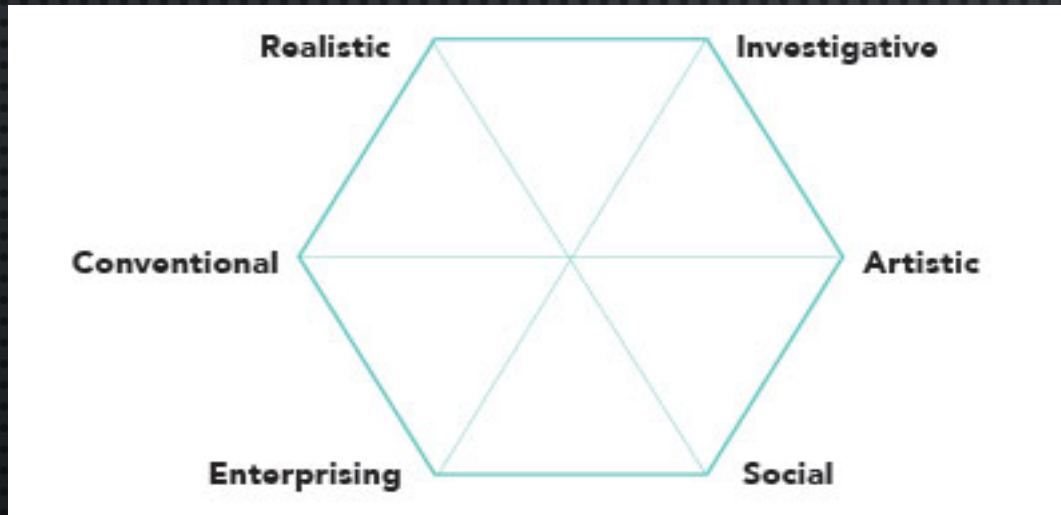
- Situated at Neath Port Talbot Hospital
- Opportunity to work with a diverse audience, working on projects that make a positive difference to the NHS.
- Focusing on Media & Campaigns by delivering detailed detailed plans for all publications and announcements to the public.
- Gaining an insight into the organisations social media channels, ensuring all information has been researched before being delivered to the public.



‘We’re here for you’ (The NHS Website,2020)

HOLLAND'S THEORY OF CAREER CHOICE (RIASEC)

When considering my three placement options I have related to Hollands Theory of Career Choice. Choosing the right placement is vital as I am likely to do well in an environment my personality fits in. The below diagram displays various personality traits and environments.

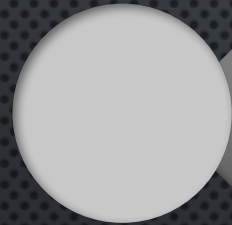


- **HOLLAND (1959) 'THEORY OF VOCATIONAL PERSONALITIES AND WORK ENVIRONMENTS BY DESCRIBING THE THEORY'S DEVELOPMENT AND EVOLUTION, ITS INSTRUMENTATION, AND ITS CURRENT STATUS'**

Source: Holland's Hexagon (1959)

JUSTIFICATION

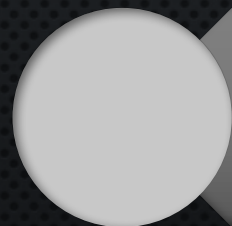
HAVING CONSIDERED ALL THREE OPTIONS FOR MY PROFESSIONAL PLACEMENT MODULE, I HAVE CHOSEN TO UNDERTAKE THE INTERNSHIP AT BRANDLAB FASHION. THE REASON FOR MY CHOICE IS DOWN TO THE FOLLOWING BENEFITS.



Gaining Experience & Knowledge in a field that I have a high interest in.



Discovering the future of virtual reality showrooms and how to showcase various products



Networking - increasing my chance of employability after my degree

CONCLUSION

I HAVE CHOSE BRANDLAB FASHION, SITUATED IN CARDIFF TO UNDERTAKE MY PROFESSIONAL PLACEMENT.

I WILL COMPLETE A MINIMUM OF 200HOURS AT THE ORGANISATION IN ORDER TO COMPLETE MY SECOND YEAR AT UNIVERSITY.

MY NEXT STEPS ARE TO ORGANISE A VISIT WITH THE ORGANISATION TO GO THROUGH VITAL PAPERWORK NEEDED TO START THE MODULE AND UNDERTAKE THE PLACEMENT

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