Prifysgol Cymru
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Module Name: Marketing Management
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Term 1
Title: Marketing Strategies Portfolio

MICROSOFT CAREER COPILOT

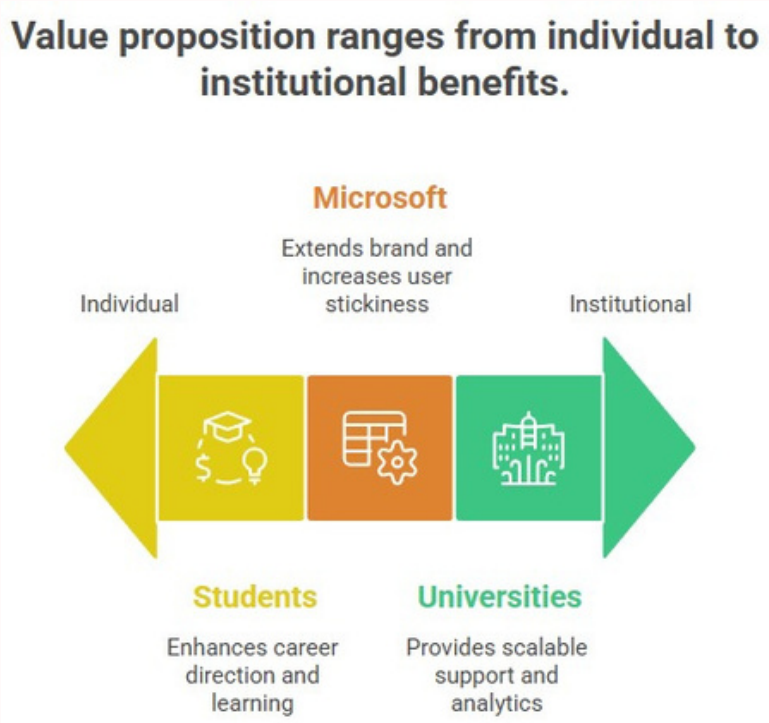
An AI-powered career development platform for university students

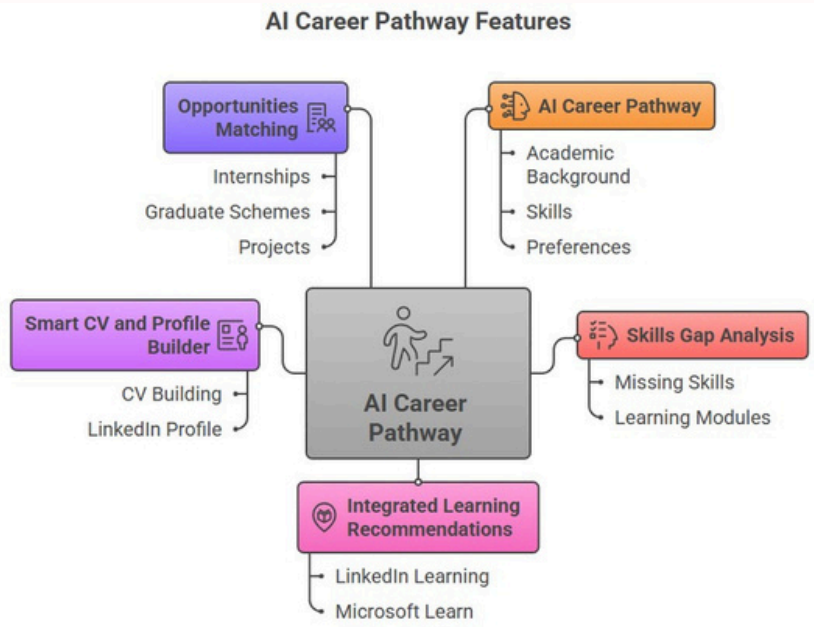
About Microsoft

- Global technology company with strengths in cloud computing, productivity tools and AI (e.g., Microsoft 365, Azure, Copilot).
- Deep presence in education through institutional licenses for Office 365 and Microsoft Teams.
- Strong ecosystem linking productivity (Microsoft 365) with professional networking and learning (LinkedIn, LinkedIn Learning, Microsoft Learn).

The brand extension: Microsoft Career Copilot

- New AI-driven career development platform integrated into Microsoft 365 and Teams, specifically designed for students. Uses AI to build a personal career profile from skills, courses, grades,
- interests and extracurricular activities. Connects with LinkedIn, LinkedIn Learning and Microsoft
- Learn to recommend tailored courses, certifications and projects.
  Provides tools for CV creation, interview preparation and
- portfolio building inside the Microsoft environment students already use.





Why it appeals to the current market

- Growing use of AI in education and employability, with students expecting personalised digital support.
- Increasing competition in graduate labour markets, creating anxiety and demand for structured career guidance.
- Universities face pressure to demonstrate employability outcomes, but careers services are often under-resourced.

References

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