



The Marketing Minds Experience: A Transformative, Student Led Open Day Workshop

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Copilot



Microsoft Forms



Unique Selling Points

1. Marketing is a very practical course with lots of hands-on activities and modules. We do a lot of computers work so 10 notebooks won't be necessary.
2. There are chances to complete online courses and gain certificates that look fantastic on a CV.
3. Some courses have up to 5 or 6 exams at the end of each semester, however with Marketing, we only do 1-2 exams each semester, which makes the exams a lot less stressful and gives you more time to enjoy the college experience.
4. We often do not have long days in college and have 1-2 days with no lectures every week. Each day we get good breaks as well which gives us time to go meet our friends or catch up on course work.
5. We work with a lot of content creation and social media. Last semester we put our skills to the test by working with a client from a big organisation.

“The Marketing Minds Experience”



Fake v Real Corner



Canva & Capcut Corner



Cookie Corner



Event Debrief

What worked well:

- Location
- Rota
- Teamwork

What could be improved:

- Project management
- Wi-Fi
- Laptops
- Lighting
- Music
- Canva
- Quiz too long

Student Reflections

*“At first everything felt a bit unorganised, but it all came together in the end. I realised it would have helped if we had **met outside of class** to plan things better, and that using **planning tools** like Monday could have saved time and made things less stressful. I also **learned to adapt** when things didn't go as planned”*

*“Sometimes I find creativity hard, I love that we could **put everything into practice** directly in this module”*

*“The Open Day itself reinforced the **practical application** of these tools”*

Student Reflections

*“One key takeaway is the marketing tools work best when **used together.**”*

*“Each tool supports a **different stage** of the marketing process”*

*“One disadvantage is that you have to **subscribe** to most of the technologies to get full experience with them”*

*“Working with these tools highlighted the importance of **GDPR** compliance, data privacy, **copyright** licensing, and **ethical** content creation”*

Thank you

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