



Employed on Campus 2018 Internship Case Study

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What was your internship?

Digital Media Marketing - MSc in
Clinical Trials



**MSc in Clinical Trials Online
Open Evening - 24th July**

Join us for our Open Evening on the 24th of July at 18:00 (UK time)!

Your opportunity to find out everything from the application process, the induction, the content, and how you will learn on our programme.

Description of your role and responsibilities

My role was to analyse as well as develop a media marketing campaign to promote the programme to potential students. (UX design - Website refurbishment, Social media campaign - Twitter, LinkedIn, etc.)

What interested you in this specific role?

Content creation

How have you benefited from this experience?

The internship has given me insight towards a different working environment that I'm used to. I have gained knowledge of marketing and have definitely honed my multimedia skills.

What advice would you give to future interns?

Do not limit yourself to your own course, utilize the skills that you have in different environments.

