**ASSIGNMENT 2- INDIVIDUAL LAUNCHES PLAN DISCUSSION**

**Executive Summary**

The below topic has developed a report on implementing a skills development workshop as an idea initiated. The inclusion of stakeholders that are involved in making the workshop more successful has been indicated in the below topic. The idea of making a skill development workshop leads to be successfully implemented through the below knowledge.

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# Introduction

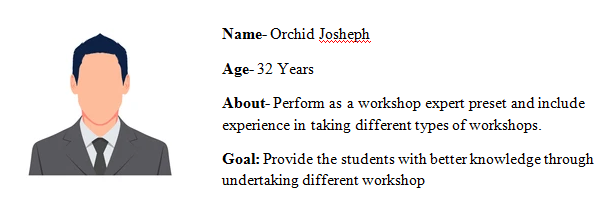
The topic below indicates the idea of a skill development workshop by the school for better student involvement and to initiate better performance. The topics will illustrate the skills development workshop design and its features. Stakeholder engagement, launch plan and form of ownership will also be informed through the below issues.

# Skill Development Workshop as Idea Launch

## Design and Features

The workshop should be previously known by all the students and will be conducted through the online procedure for the better involvement of different cultures and proportions. The workshop should be completely open and proper knowledge about the workshop will be delivered to all the teachers as well. Well-trained and engaged teachers will be selected to develop the workshop with more knowledge and associate them with better evolvement. More of the technologies that are associated with the workshop will help students to perform better and be more innovative.

## Persona



# Business Model Canvas

| **Key Partners** | **Stakeholders** | **Key Activities** | **Key Resources** | **Stakeholder Relation** | **Revenue streams** | **Channels** |
| --- | --- | --- | --- | --- | --- | --- |
| Faculty of Arts | Parents | Teaching | Books | Better bonding | Fees | Online |
| Business and Social Science | Teachers | Acknowledging students | Technologies for online classes | Investable bonding | Investments | School offline |
| Government bodies | Children | Aware of the importance of knowledge | Online statement | Teacher students relation | Donations | Playground involvement |

# Form of ownership

Hertfordshire Business School is a public school in the UK and one of the largest schools that offer different faculty and provides different types of learning. The school has partnered with multinational companies like IBM, PWC, Land Rover and Jaguar that provide opportunities for the graduates from the school (herts.ac.uk, 2022). The school indicate their students gain some practical knowledge through these companies by admitting and working in the company. It is the public university that helps every student to gain their degrees and learn from the specific university to improve their knowledge and skills.

# Stakeholders

There are different stakeholders included in the University, as the university is publicly owned the primary stakeholder is Government bodies. More stakeholders such as teachers, students, parents and investors actively interact in the university. Every stakeholder has their own choices and a way to perform in this university (Vos and Page, 2020). The main stakeholders are the teacher and students where both interact to gain knowledge on the specific field and improve their skills. Interaction of students and teachers involved in universities and interaction between teachers and parents is also important as it helps to know about the performance of the students and deliver it to the parents for future scope and growth.

# Launch Plan

## Purpose date and channel of communication used for announcement

The announcement for the workshop will be undertaken 14 days after involving the programme. The announcement process will be through the stage announcement, through the social media pages and the announcement will be received by all the students through their login university app and on the official website.

## Brand Positioning

Positioning the brand is a special feature that can be initiated and positioning with better involvement and interaction process can be influenced by the developed processes. Brand positioning helps to determine knowledge about the specific brand and its implementation in th place of different occurrences (Moorman, 2020).

## Marketing objective (SMART)

| **Specific** | **Measurable** | **Achievable** | **Relevant** | **Time-bounding** |
| --- | --- | --- | --- | --- |
| Involving different teachers' meeting | Approximately for conducting this meeting almost 5 teachers are needed | It can be achieved easily as the university has more number of advanced teachers. | It is relevant as the workshop needs a particular number of teachers to provide knowledge through the workshop | The selection will take almost 1 Week |
| Making aware of students about the workshop | Announcements can be undertaken and involve teachers and school apps that reach as a notice about the workshop | It can be achieved as all the students can be specified with the notice about the undertaking workshops | Making aware of the workshop will lead to interest among the students in knowing better things. | Announcement and participation take almost a week |

## Marketing Mix (7ps)

***Product:*** The workshop includes the development of skills for students through the teacher's and students' interaction in a conversational manner.

***Pricing:*** Involving different mechanisms and providing students with better skill development workshops the price will be low, as it aims to increase the skills among the students.

***Place:*** Determining the workshop will be taken on the university campus in an offline manner as more students will be able to participate and can fulfil their queries.

***Promotion:*** Promoting the workshop will be undertaken through online manner and it include promotion on the official page and through social media page.

***Physical evidence:*** Head authority, management team and responsive teachers are the evidence that can be provided in the project undertaking.

***People:*** Teachers, judges, students and audiences are needed to involve in it undertaking this skill development workshop even better.

***Processes:*** The workshop will be undertaken in an offline manner and includes the management of university primacy.

## Budget (Launch plan cost)

The whole budget to undertake and make the skill development workshop plan successful can be estimated to be £ 27,520.

## Measures and controls

More management and arrangement people will be involved to measure the cost efficiency

## Time-scaled plan (Gantt Chart)

| **Plan** | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **Week 5** |
| --- | --- | --- | --- | --- | --- |
| Teacher selection |  |  |  |  |  |
| Awareness among students |  |  |  |  |  |
| Arranging all the equipment |  |  |  |  |  |
| Decoration of venue |  |  |  |  |  |

## Creative promotional messages through any social media platform

To students,

This letter is to inform you all that Hertfordshire Business School is going to organise a skill development workshop which will include different types of quizzes and queries raised by students. The main aim of the workshop is to improve the skill of the students and make them acknowledge their different patterns of study.

From

Hertfordshire Business School

## Funding

For implementing workshops there will be a charge and this workshop is initiated by the university.

# Conclusion

From the above topic, it can be concluded that most skill development workshops can be easily undertaken as it leads to attracting the students towards not only book knowledge but also knowledge outside of it. It can be concluded that a full report about the steps that can be undertaken to implement this workshop has been properly analysed.

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# References

herts.ac.uk (2022) Hertfordshire Business School, Business School | Study | Uni of Herts. Available at: https://www.herts.ac.uk/study/schools-of-study/business (Accessed: April 27, 2023).

Moorman, C., 2020. Commentary: Brand activism in a political world. Journal of public policy & marketing, 39(4), pp.388-392.

Vos, L. and Page, S.J., 2020. Marketization, performative environments, and the impact of organizational climate on teaching practice in business schools. Academy of Management Learning & Education, 19(1), pp.59-80.