



EMPLOYER PROJECT WITH IBM MALAYSIA

**Title: Differentiated Brand Strategy and PR Campaign for
IBM Shared Services (Center of Excellence)**

Field: Management, Marketing

Level: Bachelor's Degree

Project Description:

Keen on a new PR strategy to highlight the company's emphasis on mutual conversations and engagement, demonstrate insightful approach, and emphasise the rigorous requirement for high data-driven analysis.

The students will be given very clear objectives. This points to defining the appropriate and relevant campaign goals. In addition, students are required to perform an insight survey on the effectiveness of the campaign to determine the company's potential future direction. Getting your priorities right is a huge asset to the team. It will help in choosing the right campaign strategies and tactics, which students will vigorously debate and be benchmarked against case studies.

This project offers plenty of opportunities for students to exercise the analytical and planning skills they learnt in class. As part of the planning process, discussions covered campaign research, planning, implementation and evaluation for issue and crisis management, sponsorship or CSR/donor programmes, events management, as well as the role of analytics and social media.

sample signature

Supervisor's signature

Date: May 1st, 2021