

Experiential Learning @ Frederick

Academic Year 2022-2023, *Fall 2022*

Organization Name:	The Girl Guides Association of Cyprus
Course at Frederick University:	ABSM203: Marketing Research and Information Systems
Programme of Study at FU:	BA in Business Administration
Project Title:	Marketing Research for the Girl Guides Association of Cyprus
Project Overview:	Students are requested to elaborate a research plan, collect data and submit a written research report to the GGAC. Furthermore, they will proceed with the development of data collection tools which will be approved by the partner organization
Organization Overview:	The Girl Guides Association of Cyprus is a non-governmental, voluntary organization aiming to support girls and young women to reach their fullest potential as responsible citizens of the world. It is part of WAGGGS, the largest female movement across the world with 10 million members in 152 countries. Girl Guiding operates a non-formal educational system focusing on providing girls with leadership skills that enable them to bring about change in their communities. Throughout their training at different levels of guiding, girls acquire a number of different skills (social, practical, soft skills) that according to research are transferable to other areas of their lives.
Organization Website:	https://www.waggs.org/en/our-world/europe-region/member-organisations/Cyprus/
Faculty member at FU:	Nasia Tziortzi