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| Organization Name: | PS Studio Communications |
| Course at Frederick University: | ABSM408 Strategic Marketing |
| Programme of Study at FU: | Business Administration |
| Project Title: | Preparation of a Marketing Plan |
| Project Overview: | Students will be responsible to work with the Director of Branding and Marketing Performance from the Partner organization in order to create a Marketing Plan for one of their clients. In other words, PS Studio Communication will outsource some of its services to our student team which will be responsible to deliver a Marketing Plan for their client. In agreement with PS studio communication emphasis will be placed on assisting the client to adopt a sustainable approach to their marketing planning with effect on their brand values, positioning and marketing mix. |
| Organization Overview: | PS Studio Communications is an organization offering Digital Marketing and branding solutions for business buyers. |
| Organization Website: | Under Construction |
| Faculty member at FU: | Nasia Tziortzi |