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| Organization Name: | Girl Guides Association of Cyprus |
| Course at Frederick University: | ABSM307 Integrated Marketing Communications |
| Programme of Study at FU: | BA in Business Administration |
| Project Title: | Preparation of a Marketing Communications plan |
| Project Overview: | Students are requested to elaborate a detailed marketing communications plan for the client organization including: • Targeting• Positioning• Objective setting• Commutation tools selection• Content strategy development |
| Organization Overview: | The Girl Guides Association of Cyprus is anon-governmental, voluntary organizationaiming to support girls and young womento reach their fullest potential asresponsible citizens of the world. It is partof WAGGGS, the largest female movementacross the world with 10 million membersin 152 countries. Girl Guiding operates anon-formal educational system focusing onproviding girls with leadership skills thatenable them to bring about change in theircommunities. Throughout their training atdifferent levels of guiding, girls acquire anumber of different skills (social, practical,soft skills) that according to research aretransferable to other areas of their lives. |
| Organization Website: | www.girlguides.org.cy |
| Faculty member at FU: | Nasia Tziortzi, Yiannos Loizides |