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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 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: | www.girlguides.org.cy |
| Faculty member at FU: | Nasia Tziortzi, Yiannos Loizides |