****

**Faculty of Economics and Management Sciences**

19 November 2021

ASSIGNMENT BRIEF

Student Entrepreneurship Week

You are tasked by the bhive Enterprise Development Centre, a sub department of the Faculty of Economic and Management Sciences, to arrange the Student Entrepreneurship Week 2021. Due to the ongoing Covid-19 pandemic, the event will be hosted online.

The bhive Enterprise Development Centre offers the following services:

Structured programmes
Programmes customized for individual needs
Entrepreneurial events
Network opportunities/business networks
Coaching & mentoring

The Student Entrepreneurship Week is an annual event where individuals that have made their mark as entrepreneurs present sessions to students in order to empower them to conceptualise, start and manage their own enterprises.

TASKS

1. **Market the event** by providing a simplified **Marketing Communications Plan**.

 *(Writing Skills, Stakeholder Relations, Liaison)*
Stakeholder or Audience (who)

Message or Topic (what)

Communicator (from whom)

Schedule or Frequency (when / how often)

Delivery Method (how)
Measurables

1. Draft a **Social Media Post for Facebook** to market the event and entice stakeholders to attend the event. List any additional key elements that you would add to support this post for example the use of a hashtag.

Use of a hashtag

Targeted Advertisement
Image
Links to external & internal stakeholders, websites
Boosted or sponsored addvertisements
Video
Rotating images/banners

1. **Plan the online event**. List how you would plan from start to finish.

*(Events, Projects and Marketing)*

Platform
Invitation
Entertainment
Gifts for sponsors

Programme

Sound

Theme

RSVP’s and stakeholder relations (follow-up calls)

Live streaming / Social Media Marketing

Budget management (sourcing of quotes)

Graphic Design (design and concept development)

Master of ceremonies

Guest Speakers

1. **Create a webpage for the event.** Draft the layout of this page, keeping key elements of web design in mind.

Page heading
Written Content
SEO (links, images, banners, infographics, use of words)

Meta-tags

Web forms

Accordions

Downloadable Programme
Image gallery
Staff Profiles
Poles