

# *Learning By doing* *Degree Programme in International Business*

A student's story:

## **A marketing project for a new restaurant in Kajaani**

Last few weeks have been quite exciting for me. As part of my first year marketing course, I was chosen to be part of the group that was going to make an actual marketing plan for a restaurant that is opening soon in Kajaani. In the beginning, I was frightened, and very unsure about my marketing skills. We had been at school only for about three months and I wasn't quite sure if I was ready to participate in that project even though I am a person who takes risks and is not scared of failing – if you fail, you learn from it and have to always get up. I had a discussion with other group members and I felt better because we were going to do it as a team, together, and we were able to support each other. Our team leader, a senior BBA student, was the real leader and he knew what we were supposed to do; he set up the meeting times, gave everyone a subject what to research, write and think. The team worked together; we listened to each other's opinions and we had good discussions. We had normal meetings and then we continued our work and discussion online, in Facebook group, so that everyone would have immediate access to the materials and comments.

I think this was probably the best teamwork I have participated so far! Even though we had only about two weeks to finish the marketing plan - which is very challenging - we did it. The actual presentation for the company was very exciting. We all were nervous, but the clients were really easy to get along and I think we gave them some helpful information about Kajaani. Also it was nice to realize that when I was making my part of the presentation I wasn't nervous at all anymore. People usually start thinking too much but when the actual moment comes, adrenaline moves in your veins and you're doing awesome. Because of the good work and effort on the marketing plan, we got a great opportunity to continue our work with the restaurant; we, the KAMK students, will be part of the marketing team and help the owners to advertise their restaurant before the opening day. It will be a real marketing case that will teach us a lot and give us new points of views, experience and maybe even a reference on our CVs.

After doing this group work, I feel a lot better about my marketing skills; everything we had read from the textbook came to reality and this confirmed that marketing is something I want to do in the future. I am looking forward to working with this real marketing case. It is a huge plus to get project/ working experience in marketing during studies - that is something that future employers will respect. All in all, doing things in practice and being active makes studying more interesting than just sitting, listening and reading text books. This is what I like about KAMK.

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