



**The Applied Marketing and Public Relations programme (AMPR) was developed by the International Business Centre (IBC) at the University of Ulster in partnership with Letterkenny Institute of Technology (LYIT) in response to the marketing needs of SME's in the North West border region.**

**Measure**

Human Resources  
Development and Skilling

**Promoters:**

International Business  
Centre, Magee Campus,  
UU and Letterkenny  
Institute of Technology

**Title:**

**Applied Marketing  
& Public Relations  
Programme**

The two-year programme was designed to help participating businesses to develop their practical marketing capabilities, through the provision of a range of tailored mentoring and training supports. It includes the provision of job-related marketing training, leading to the award of University of Ulster-approved Certificates in Marketing and Advertising Practice (C.MAP).

The core objective of the programme was to promote business growth in the cross border region through the development of new linkages between SME's and the tertiary education sector focusing on targeted skills development.

12 participants representing 13 businesses were recruited onto the programme and 9 completed the training. All of the businesses underwent a process of mentoring needs analysis, that identified the individual marketing needs of their business. Based on the results of this, mentors were assigned to each business to assist them in developing marketing strategies and /or reviewing and developing existing websites. In addition, group mentoring sessions and training sessions were also delivered.

The Certificate in Marketing and Advertising Practice was delivered in three modules and each module included a guest speaker. The certificate was delivered over a nine-month period and was successfully completed by the 9 participants.

**Total Project Cost: £228,617**

**Grant Awarded: £171,463**

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