

7D

BLACK AND MINORITY ETHNIC COMMUNITY PROJECT (BMECP) – Marketing Strategy

Project details:

At the moment, we feel we could benefit from students developing a marketing strategy as we feel that a lot of the community currently doesn't know we exist. We are looking at making contact with all of the BME community sub-groups so that we can create a project that will help make a social impact within our community for example, doing something with the BME Youth. So essentially we need help with a marketing strategy including social media plan and indentifying a socially engaging project that we can create and facillate.

About the organisation:

We are the Black, Minority and Ethnic Community Partnership which is an umbrella organisation. We are a charity that supports a broad range of activities that are primarily designed to enable the BME communities of Brighton and Hove to participate fully in the economic and social life of the city. At least 66% of the floor space is given over to activities that support job related training and enterpirse development.