Addressing the calls for innovation, employability and compelling job applications - using YouTube assessments

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Career = (Mindset + Network + Softskills + Planning + Real experience + Degree-as-passport)

Career = Student(Mindset + Network + Softskills + Planning + Real experience + Degree-as-passport) \[\textbf{[multiplied by]}\]
Tutor(Coaching + Mindset + Network + Softskills + Planning + Industry experience)
You don’t have to communicate more…
But you should be joining more tangible and intangible networks
The Consumer Relationship with Promotion for the Q10

- The Q10 is a large part of the re-generation of the brand of Blackberry.
- Since losing out such a large chunk of the smartphone market share to Apple and Samsung Blackberry have attempted to claw this back.
- Blackberry have attempted to do this through their high reach strategy with the Super Bowl advertisement that has a reach of tens of millions of people.
- This is successful in creating awareness with the consumer that the brand is still a big player and that Apple and Samsung are not the only options.
- What is interesting in the smartphone market is the link between preference and purchase.
- This is because make and model are not the only considerations in the purchasing process of a smartphone.