

Knowledge
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Graduate Case Study

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Ecommerce/
Engineering/
Food/
Management/
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Quality/
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SocialScience/

www.ktponline.org.uk/graduates



Associate Profile: Christopher Hill

Name: Christopher Hill
Qualifications: BA Hons Business and Financial Management
Current Role: E-Business Manager
Location: East Sussex

“Seeing my training being put into action and generating positive results was a definite highlight.”

IN MY KTP I...

My KTP with the University of Brighton and Thomson and Newman was a two-year project that aimed to launch an e-commerce site to penetrate new markets for the company. The project involved analysing potential competitors, finding and appointing a suitable web developer, developing the content for the site, signing off the design, and researching, choosing and pricing the stock to sell on the site. Following the launch of the site my role evolved, focussing more on business development and online marketing.

HIGHLIGHTS OF THE PROJECT WERE...

The whole project was successful, which was in turn very rewarding. I feel I made a real difference to the company and the way it does business. The launch of the website was a highlight for me and seeing our first order come in was a real buzz. I was able to achieve excellent search engine rankings, so seeing my training being put into action and generating positive results was a definite highlight.

THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...

You can make a positive change to an SME through taking the lead on a high profile project. It is all about putting your skills into practice and having a high level of responsibility. Another advantage is that you get a brilliant support network through your Company and Academic Supervisors, so you're always learning from experts.

FROM KTP I HAVE LEARNT...

One of the great things about KTP is that you get a generous training budget, which you can spend on your own development to help you complete the project more effectively. I completed training in online marketing, including search engine optimisation, pay-per click advertising and e-mail marketing. I now feel completely confident in my website and online marketing skills. I have also learnt so much about project management because straight away I was managing a project, which had to be delivered to time and budget. Taking the lead on such a high profile project also meant that I inherently developed leadership and motivation skills.

LIFE AFTER KTP IS...

I now work for the company as its E-Business Manager. Completing the KTP definitely raised my profile within the company, and I'm viewed as an expert in my area, which is very flattering as I've only been here for two years.

I WILL RECOMMEND KTP BECAUSE...

In my opinion it is the best way for a new graduate to gain excellent hands-on experience and the chance to drive forward a high profile project. If you also consider the fact that you're encouraged to focus on personal development and given the financing for it, then KTP is well ahead of other graduate programmes.

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