

Solent University Student Has High Hopes for The Future

Bethany Gough aged 20 from Croydon began studying BA (Hons) Public Relations and Communications Management at Solent University in 2019. She is currently on track to receive a First-Class Honours degree in the summer of 2022. She excelled in her A-levels gaining one A and two B grades and received a scholarship from Solent University upon starting her studies. She threw herself into university life involving herself both academically and socially. In September 2020, she became the student rep for the Chartered Institute of Public Relation, sitting on the committee to consider how the CIPR can support students when transitioning into the world of work.

During her first two years of study, Gough was given opportunities to develop new skills by working alongside established organisations such as ActiveMe 360, Dermalex, Art Fund, New Forest Outdoor Centre, NATS and The Red Box Project. These organisations acted as live clients for whom she had to work to fulfil a brief individually and as part of a group. Gough excelled in this, winning multiple competition briefs during her studies and some of her ideas have been implemented in these organisations. At the end of her second year of studies she was awarded 'Best PR Student' and 'Best Pitch' for the pitch she delivered with a group to skin care brand Dermalex. Furthermore, alongside one of her course mates, she became course rep for her course, allowing her to practice her verbal communication skills relaying feedback and pitching ideas to the management team.

When asked about her final year, she said "I am conscious that I haven't been able to do a traditional placement during my studies, so I try to say yes to every opportunity that comes my way". In her second year, she took up a Marketing and Public Relations assistant role for the charity Careers Springboard. This role has allowed her to practice her skills in a real-world environment, working towards the organisational goal of increasing interaction with the brand. Throughout her studies she has undertaken a variety of extra-curricular activities including an 'e-campaign in a day', crisis simulation and meet the professionals. She has started to develop a portfolio of professional work away from her studies and is currently working with an author to publicise the launch of his latest book.

In her final year, she was asked to organise a university wide event 'Spring Forward to the Future' alongside a course mate. The event consisted of a panel talk from recent Solent graduates, followed by a two-hour networking session. This event required director level communication to create and run a dynamic communications campaign through university social media channels to drive student engagement. When asked about the event Gough told us: "I am so glad the event was a success, it was hard to juggle the organisation of the event with my studies however I am so glad we persevered". The event was attended by over 200 students, and 33 organisations. Before she graduates in summer 2022, Gough is travelling to The Hague to participate in International Marketing Week. During this week in April, she will

be working within Lucas Bols to create a dynamic marketing campaign to publicise the launch of a new gin. We can't wait to see where her career takes her in the future!

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