

Joe Samuel: 2/2/09-31/07/09

What I liked:

A placement at PSL gave me the opportunity to work within a compact marketing department in a small but growing company. I especially enjoyed the amount of responsibility I was given; for example I was made responsible for the total rebuild and redesign of the website. My managers were extremely supportive and my colleagues were friendly and helpful.

What I learnt:

I learnt a lot from my experience, especially the website project. This taught me the principles of formal tendering and allowed me to build on my knowledge of branding and marketing communications. The placement gave me the opportunity to use my initiative by suggesting areas of work and my presentation and written communication skills were bolstered.

Advice to other students:

Don't be put off by the fact that PSL is a smaller company because:

- They work with large companies
- You will gain a hugely positive experience from the amount of responsibility you get
- Your voice will be heard

Once working for PSL, do not be afraid to suggest possible projects to your line manager, you will be actively encouraged to contribute in meetings.

Simon Lodge: 06/07/09 - 31/12/09

What I liked:

Through my placement at PSL, I have grown in confidence and my experience of teamwork has flourished. The close knit functioning of the business allowed my opinions to be voiced, and actually taken into consideration. I particularly benefited from the ability to work on a variety of projects simultaneously, taking responsibility for these tasks, reporting directly to Managing Director.

What I learnt:

This placement taught me a lot about myself, particularly about where my strengths and weaknesses lay. Working on a tight deadline to produce an industry report was probably the biggest challenge, liaising with individuals both internal and external to the business. This presented me with the opportunity to develop my communication skills, and translate these into a written report published towards the end of my placement.

Advice to other students:

PSL offers the opportunity to interact with all areas of the business, developing the company's marketing strategy. Working in a smaller company is also highly beneficial; your opinions are always heard and considered, and you have the ability to voice these to the Directors at the monthly Marketing meetings.