**Frequently Ask Questions**

1. **What is the maximum limit of slides?**

10 slides – Content exclude Title and Reference list.

1. **What Slides format can we use?**

Use the PowerPoint Template attached

1. **How to use a business toolkit for market research?**

Brand guideline is for you to use as a reference for your social media production. Refer to the colour code and font type etc

<https://brand.herts.ac.uk/>

1. **What type of references are we referring to since this is more of personal research work?**

Use market research reports, University information on the website and in the Studynet. You are NOT allowed to interview or do any survey.

1. **Can you show me how to use PowerPoint?**

Please go to CASE, and they can guide to creating a PowerPoint or your AEB session.

1. **Will this 10 pages slide is just for one person in a group or for the whole group?**

This is a group assignment, and the 10-slide PowerPoint is a group effort project not individual

1. **How can we get to know or find the sustainable goals of the University?**

You can check on the UH website and the PRME report shared on Units>Assignment Guidance and Support

1. **I want to know if this whole presentation is group one or individual one?**

This is a Group Presentation.

1. **Should all 5 members of the group create 5 separate social media posters or one social media poster per group?**

No. As a group, you create **1** social media message to be used on 2 social media platforms. But you show us your work on Behance.

<https://www.behance.net/>

Search Projects | Photos, videos, logos, illustrations and branding on Behance

Behance is the world's largest creative network for showcasing and discovering creative work

1. **Do We need to create video or reel on canva and then upload it on behance??**

Yes create it and upload to Behance.

1. **So is there any possibility of increasing the time of the presentation?**

No. All team are only given 10 minutes to present they key findings and ideas

1. **Where should we go to create the presentation?**

PowerPoint.

1. **Will we have to create three teasers as we will have three different ideas?**

No, only 1 teaser message (social media message).

1. **So it’s going to be 3 teasers per group?**

No, only 1 Teaser message per group, but must suggest to which 2 social media platform you will use.

1. **Is there any common user id for Canva which the students can do the creativity for the presentation or we need to use the free version ?**

Just create a free account to be use as a team.

1. **I have question regarding SWOT  can we write these by our own brainstorming like we know UOH very well? Keeping in mind  Business(SW) External(O,T).**

No, you need evidence to part support this, however, for Strengths and Weaknesses, you can use some level of judgement.

Opportunities and Threats MUST be fully supported by evidence and source of information.

1. **The 3 ideas Do they all have to be the same type of product (Service/students activities) or could they differ (for example; 2 student related products and 1 service-related product)**

They can all be different but must be manageable from Hertfordshire Business (HBS) resources.

1. **Can we use other drawing tools/software other than Canva or Behance???**

Yes, but all your artwork must be loaded to Behance.

1. **Do the ideas need to be approved by you all Sir and Mam (Teachers)**

It would be good to run by your tutors on your ideas before you dive into your work.

1. **Can these be for my following ideas? Improve transportation, a community clean-up day in town centre, eeeeeee more affordable food, offer language classes, beautician classes, wrist tag (like ID card), app on mobile app to help students, ..**

No. These ideas are not Business School related.

Link for video – Dawn

<https://herts365-my.sharepoint.com/:v:/g/personal/mt14acm_herts_ac_uk/EWRSr8PFW-5Nj0hgQhHQ33YBhhtbwj3lUR3KmWJ15Fzc6A>