Case Study: Prison Fictions, Marketing

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Describe the project in your own words

Working in a team with other English students to promote events going on over the summer term related to YorkPEN, the University's student branch of the charity English PEN, which works to promote freedom of expression in literature.

Why did you apply for a team volunteering project?

I wanted to enhance my skills in areas that I am interested in going into as a career. I also wanted to meet others with similar interests related to both the marketing side of the project and the issues of human rights that the events themselves explored.

What were the highlights of your project?

It was great being involved in such an interesting project that combined English Literature with current world issues, such as how to go about defining and ensuring human rights. It was also really rewarding to get such positive feedback from our supervisors regarding how we had marketed the events they were organising.

Were there any surprises?

I didn’t expect to learn so much about how to organise and implement a marketing strategy and what a challenging and gratifying process this is.

What did you gain from your project?

I feel I’ve gained a new insight into how to work productively as a team member. I feel more confident in getting my ideas across and I’ve also had the opportunity to exercise my creative and artistic capacities in coming up with innovative design ideas.

Did the project influence any future career plans?

The project has definitely opened my eyes to other opportunities and career paths that I might take.

What advice would you give students considering taking part in a team volunteering project?

Alongside studies, it’s a really rewarding way to spend the summer term.