

## Green Greenwich:

Showcasing our University of Greenwich Community

### Meet Emma Connor: Creating real life teaching-learning experiences that strengthen our local community.



#### ABOUT

Emma Connor is a teaching fellow in the School of Management & Marketing. She leads the MSc Digital Marketing Management course and has provided final year advertising students with the opportunity 'to work with an award-winning local community shop and social enterprise located in Creek Road, who sell the work of some 100 local artists and makers all based within the borough of Greenwich or its close neighbouring towns'.

#### WORK

In the module MARK 1262 Sim Game, students were presented with six advertising challenges from a diverse range of live clients including TUI and International Maritime Organisation. Working with Made in Greenwich, who work closely with the not-for-profit Greenwich Co-operative Development Agency gave students insight into the challenges local artists face, and how buying from local artists helps communities to thrive at a local level, promoting social sustainability in the very town that they study in.

#### SDGs

Students were tasked to propose a creative strategy to grow Made in Greenwich social media channels. An effective method of authentic assessment, where students have the opportunity to evaluate real world problems. This experience gave students the opportunity to learn more about social sustainability, and work with a live client, both of which can be great conversation points in interviews in advertising and marketing roles, for our upcoming graduates in the near future.

17 PARTNERSHIPS  
FOR THE GOALS



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



4 QUALITY  
EDUCATION



8 DECENT WORK AND  
ECONOMIC GROWTH

