

How exactly would you promote Australian Southern Rocklobsters to people on the other side of the world?

Two School of Marketing students, Ryan Jones and Bryony Jardine are finding this out right now as they travel around the United States working on their Marketing Planning Project (MPP).

Each year students of the Bachelor of Management (Marketing) apply to participate in the MPP which is an experiential placement in a local organisation. Students work four days a week for 16 weeks in place of their final four courses.

Ryan and Bryony were fortunate enough to be selected to work for

Southern Rocklobster Limited (SRL) an organisation which represents lobster fishing in South Australia, Victoria and Tasmania.

Their task is to develop a communication plan for SRL as they try to take the local species of rocklobster to the American fine dining market.

To start their project, the pair have interviewed the best chefs in Los Angeles, New York, Washington DC and Atlanta. The challenge so far has been determining how best to communicate with busy chefs and promote awareness of

the Australian Southern Rocklobster in the American market.

In both Los Angeles and New York, Ryan and Bryony have visited the restaurants of famous chef and TV personality Gordon Ramsay, interviewing his top chefs. Staff at the famous Beverly Hills Hotel were also happy to help the pair with their research.

After their tour of the States, Ryan and Bryony will have the task of analysing their findings and presenting a marketing and communication plan to the managers of SRL.

It is likely the pair will come up with some great ideas, as management have said the students are working really hard, showing good commitment and learning a lot. The experience Ryan and Bryony are undertaking is invaluable and will give them adaptable skills for starting their careers after graduation.

If you would like more information on the Marketing Planning Project, please visit www.unisa.edu.au/marketing