

**The Business Experience Diary**  
**Andrea, Czech Republic**



**Week 1**

Here we are at the Macmillan Education headquarters in Oxford! We have been warmly welcomed by the International Marketing Director Jo Greig and the Marketing Executive Charlotte Ellis. We met most of the Macmillan Education team who together ensure the goals are met.

On our first day, we were set our first task: to help Charlotte Ellis to promote new English for specific purposes course book. It was an independent and challenging task to begin with. We had to think of all areas and potential users to whom a law enforcement English course could be useful. At the same time, some creativity when thinking how to approach potential customers was highly appreciated too since marketing in general is about presenting in an interesting way.

Our goal during our first week was certain: to learn as much about marketing in an international publishing company as possible!

On the following days, we managed to learn about various tasks in the marketing department of a publishing house. We analysed web presence and viewings of Macmillan resources sites intended to help English learners and teachers.

We then got to know the new Macmillan English Dictionary Online and were in charge of its promotion, more specifically market combing in our countries.

But as the Business Experience was projected in a way that we meet as many areas in book publishing as possible during our time here at Macmillan, we also went on a field trip in the very centre of Oxford and were to assess the presence of Macmillan products in the most important bookshops where students go and choose their books. Our findings were then used in the sales department.

To round off our first week in the marketing department, we cooperated on a new catalogue cover for 2010. Our imagination got involved and hopefully we will see some results of our work in 2010!

## Week 2

We have begun our second week of Business Experience by meeting head managers and managers from the editorial department who explained their roles in book publishing. Thrilled about their work, we were happy to share some of their daily tasks as we were asked to assess the first layout of one of the course books to be published and to help edit a Teacher's Book for a new ESP course. We also participated at digitalizing some teaching tips for a popular series of one of the Macmillan's course books.

During the course of the week, we met Gareth Evans, a UK sales representative, who took us to two of his workshops prepared for foreign students at University of Southampton. As Gareth manages to give presentations on New Edition of Macmillan Dictionary only in a limited number of universities, we were filming him in order that other students can also benefit from all the dictionary's features after seeing it online.

The second week has brought us to the Production department too, when we learned about the process of course book creation and its management and we were also introduced the concept of online sites for teachers called **onestopenglish.com**

To get an all-rounded picture of how Macmillan Education performs, we were introduced to Andy Poole, a manager for Central and Eastern Europe, who explained sales trends and also the particularities in different markets as for the book contents and the distribution.

On our final day as a treat, the marketing department organized a farewell party where we had a chance to thank for a unique experience that has been very pleasant on a personal level and will surely be well-regarded in our professional future. We are leaving with a lot to take in and very happy that we had participated in the Business Experience competition!