Description

This Dissertation needs to be a minimum of 8000 words, and no more than 10,000 words.  
The topic i have chosen is below which is about Sandwell and West Birmingham Hospital (SWBH). Use my introduction below.  
I have also attached another pupils dissertation which it needs to be structured exactly the same as. The same subheadings and headings need to be used. The pupils dissertation can be used to help you as it is similar in some parts and some same models and theories can be used.  
  
Introduction  
The area of focus for this research is to assess and investigate the social aspects of the NHS marketing communications. This topic has been chosen on account of the researchers current career working at the NHS at Sandwell and West Birmingham Hospital and also currently finishing a business and marketing management degree which the researcher will use for personal development within the NHS career path. Working for the NHS the researcher has come across ineffectiveness of marketing communications set to the public in regards to making the public aware and giving them knowledge on different types of everyday health risks. The intent of this study is to investigate the connection between the public community and the marketing communications of SWBH and how the staff such as the comms team and administrators can make a change in regards to attracting the public community to their marketing and giving them a better understanding on their health and health risks and how to obtain the public to communicate with SWBH to give their views and needs.  
  
Research questions   
The research questions that will direct this study are:  
• How efficient the Marketing Communications are in the organisation?   
• Does the SWBH follow a Marketing Communications model?  
• What improvements could be made in order to become more socially engaged with the public?  
  
1.2 Aims and Objectives   
The aim is to engage the public to the Marketing Communications and providing them different views and knowledge on health risks.  
• To investigate issues within the Marketing Communications within the social aspects of the SWBH  
• To discover new resolutions and improve the current Marketing Communications Strategy.  
• To suggest theoretical models within the SWBH Marketing Strategy in order to build awareness to the public and engage with them.  
• To understand the public community needs and views on how the SWBH can improve on meeting the requirements