Communications and Marketing Case Study 4 – Emma Bovary

Emma joined the Finance division at the University in 1996 as an assistant secretary (C grade). In 2000, she applied for a secretarial post in the Public Relations Office. Over the last 13 years Emma has taken internal and external courses, including a course through the Chartered Institute of Public Relations, which was funded by the University and has progressed to a J grade Press Officer role.