



Marketing Students can help your organization

Marketing Advice and Insight...

Do you need a marketing plan that is prepared with careful insight and analysis? Can you see the benefits of allowing students to apply core marketing concepts to your organization's marketing issues? If so, upper year students from our Marketing program can provide tangible benefits to your organization. Our students are equipped with useful skills in the areas of customer relations, products and services, pricing, promotion and delivery. As part of their coursework, teams of senior students will put their knowledge to use by working with your organization to develop a comprehensive marketing plan that you can implement or draw from— and the only cost to you is your time.

Experiential Education (EE) is a form of engaged learning that blends theory and coursework with practical, hands on experience. As part of their academic studies, York students apply key course concepts to a wide variety of organizational issues and problem sets stemming from corporations & not-for-profit organizations.



"This EE course represents a true hub of opportunity. Students, with the guidance of their professors, have taken on challenging projects and completed them with professionalism and a forward moving energy that can only be viewed as positive"

Nancy Birnbaum
President & CEO
Invest in Kids

How it Works...

You work with us to define a marketing challenge or problem set that your organization is currently facing. We will help ensure that your submission meets course criteria, and if this is the case, you will be invited to the York campus mid-March to present your marketing issue to our "Applied Marketing Management" students. Students will listen to your talk and ask questions to gain a better understanding of your objectives & organization. Subsequently, a few groups per client will work throughout the semester in order to provide you with multiple recommendations and actionable solutions that you can utilize. This experience enhances the students' learning process while providing you with valuable insights and a practical marketing plan that you can execute.

Participation in the 'Applied Marketing Management' course can **benefit your organization** as students lend their theoretical knowledge to your research projects; with the aim of helping your organization meet its' goals

What we ask of you...

Are you keen for fresh views and perspectives that our students will put to use in order to produce a ready-to-use marketing plan? Are you able to spare one hour of your time at the beginning of the semester to present your challenges to an attentive and interactive class of students? Will you be willing to come back at the end of the semester to hear their solutions? If you have answered "yes" to these questions, then our students are eager to add value to your organization by linking classroom activity and insights with your on-the-ground marketing challenges.



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RECENT PARTICIPANTS:

- The Social Economy Centre
- Canadian Women's Foundation
- University Health Network
- Tennis Canada
- United Way
- UNICEF
- Family Service Toronto
- Trillium Gift of Life Network
- METRAC
- CARE Canada
- North York Literary Council
- Canadian Red Cross

Our students possess market research knowledge that can be applied in the following areas:

- Customer Satisfaction and Client Retention
- Brand awareness
- B2C/B2B
- Strategy and segmentation
- Advertising
- E-marketing

Community groups gain from Experiential Education's innovative Community Based Learning (CBL) program. CBL makes it easy for you to utilize the insights and dedication of our students and faculty.

There are only a few things we ask in return from you as a participant:

- You are available to make a 45 min in-class presentation about your organization and its marketing challenges.
 - To attend final presentations on campus, to hear solutions and ask students questions about their recommendations.
 - Opportunities for Experiential Education staff and faculty to touch base with you periodically.
- ***Free parking will be provided.

Program Features

- Comprehensiveness: students are able to provide insight on various components of marketing campaigns.
- You obtain a useful end-product while students add realism and excitement to their classroom endeavors.
- The only "cost" to you is the time and energy you share with your student team.



"Experiential Education provides us with real-life business challenges that take our learning to a whole new level. The experience was invaluable for my training in marketing & business strategy."

Farhan Ali
BAS Honours
Marketing '09

Next Steps

To learn more, contact Gleb Matushansky, Experiential Education Coordinator at (416)736-2100 (ext. 22514) or glebm@yorku.ca with any questions.

Have a look at our comprehensive website: www.yorku.ca/laps/ee

- Client testimonials
- Video streaming clips
- Project write-ups/descriptions