

Are you in need of a free strategic marketing plan? Intrigued by the idea of customer research? Love the concept of fresh marketing ideas developed by smart business students?

Consider participating in Sauder's COMM 468: Marketing Applications course.

Marketing Applications runs twice a year, once from September to December and again from January to April, during which time fourth-year UBC marketing students (in teams of 5-6) work with local organizations to develop a comprehensive marketing plan for a clearly defined objective. In the past, clients have included Electronic Arts, Labatt, Nintendo, Earls Restaurants, Mountain Equipment Co-op, Granola Girl, Nice Vice as well as other smaller organizations. It is a great opportunity for students to work on a real business challenge and meet business leaders. The students dedicate approximately 300 hours to research, analysis, and planning and are coached by the instructor through the term.

The students and their clients determine the level and nature of client involvement, but the average amount of client time required is approximately 8-10 hours over the course of the semester for such activities as meetings, emails, and phone calls with the team, collating data that may assist the students, reviewing research proposals and attending the team's final presentation.

Student teams pitch for clients from the list provided by the instructor – populated with interested organizations that have contacted Sauder or connected with the instructor in some other way.

For the term starting in September, our criteria for selecting partner organizations is as follows:

- 1) A for-profit organization or social enterprise focused on consumers (not just a B2B organization)
- 2) A full marketing plan is needed based on a clear, well-defined goal, not just marketing research or a social media strategy. The marketing plan will analyze all four marketing mix elements: product, pricing, distribution and promotion.
- 3) Willing to commit to the scale and scope of the project before the students begin work, and willing to provide students with the organizational and customer data they need to complete the project. This includes agreeing to help facilitate research with both existing and potential clients to ensure that the marketing plan is as meaningful as possible. (We can provide a non-disclosure agreement form for the students to sign if they will be handling any proprietary or sensitive information.)
- 4) Available to meet with the students on 3-4 occasions during the semester and to respond in a timely manner to requests for information throughout the planning process.
- 5) Available to attend the students' marketing plan presentation on one day during the final week of the course as well as to provide feedback to the instructor.

Why Participate?

- Additional attention to a product, brand or customer base that hasn't been a company priority.
- Student insights: fresh eyes and a different perspective can often uncover insights your company may miss.
- It is enjoyable to help students get actual business experience and give back to the community.
- Brand exposure to students at the school; you get a chance to evaluate a potential hire for 2.5 months (students have been hired by clients in this course in the past).
- It doesn't cost anything. The students are not paid and there is no charge for the organization to be involved in the course. If the client wants, a small incentive can be provided for the research.

If you are interested in becoming involved with this course, we ask that you complete the document titled '**C468 Marketing Applications Client Outline by August 1st**'. This document helps the instructor and students understand your organization better as well as why you need a marketing plan and what you would like the plan to achieve for your organization.

Thank you for your interest,
Jenny Dickson, Sessional Instructor
Sauder School of Business, University of British Columbia
jenny.dickson@sauder.ubc.ca