



# Experiential Education at York University

Putting theory to work through guided practical experiences  
in the classroom, community and workplace.

## MARKETING ADVICE AND INSIGHT

Is your company expanding and interested in developing new opportunities? Or facing challenges that you could use some tailored marketing advice to address?

If so, partnering with a team of senior Marketing students can provide tangible benefits to your organization. Equipped with useful skills in the areas of customer relations, products and services, pricing, promotion and delivery, our students are eager to add value to your organization by tackling your on-the-ground marketing challenges and developing a customized Marketing Plan that is ready to be implemented. The only cost to you is a little of your time.

Experiential Education (EE) is a form of engaged learning that blends theory and coursework with practical, hands-on experience. For instance, small teams of upper-level Marketing students act as 'junior consultants' to deliver a customized marketing plan addressing the wide variety of business challenges faced by our

## HOW IT WORKS

You work with us to define a set of

Students apply theoretical knowledge and developing skills into a marketing plan designed to support your company's current goals and growth.

marketing issues that your organization is currently facing. Once identified, you are invited to campus to present your marketing challenges & goals to students in one of our upper-year Marketing courses. Subsequently, one or more student team(s) will work throughout the semester in order to provide you with multiple recommendations and a set of actionable solutions. This mutually beneficial project enhances students' learning and enlivens the classroom, while providing you with valuable insights and a practical marketing plan ready for you to implement, or draw from, at your convenience.

## WHAT WE ASK OF YOU

This is a time-light, no cost\* opportunity that is more akin to a "junior consultancy," rather than an internship or co-op model. Company representatives are required to commit to TWO class visits: the first visit is planned in the begin of the term and the last visit includes final a final presentation for you at the end of the term.

\*Participating companies are required to allocate a budget (however small) for implementing the marketing plan. This is one of the key realistic constraints students have to take into account when planning for their project.

"Our course allowed us to apply textbook concepts and knowledge to real marketing problems and clients. Through this, we were able to get a realistic perspective as to what the marketing field is all about."

Breanne Dutty & Stefanie Bruno, Marketing Students

## PARTNERSHIP REQUIREMENTS:

- Present your organization to a senior Marketing class with the challenges & goals you are seeking assistance. A brief Q&A session with students will be held shortly thereafter.
- Provide communication opportunities for your student team and EE instructor to touch base with you periodically.
- Availability to attend final in-class presentation where you will hear business solutions and discuss recommendations with students.

## PROGRAM FEATURES

- **Comprehensiveness:** students provide insightful advice on multiple aspects of marketing campaigns.
- **Marketing Plan:** tailored to your needs while students add realism and excitement to their upper-level coursework.
- **No Cost:** the only cost to you is the time and energy you share with your student team.

## RECENT COMMUNITY & BUSINESS PARTNERSHIPS

- Alterna Savings and Credit Union Ltd
- The Underground Restaurant
- Elite Banquet Hall & Convention Centre
- AFIWI Groove, Durham
- Samosa and Sweet Factory
- Mad Mexican Food Products
- Wireless Communications Plus
- Country Kitchen Catering
- Dog Sense Day Care & Grooming
- Organized Zone
- YMCA of Greater Toronto
- Scholarix

## STUDENT KNOWLEDGE AVAILABLE IN THE FOLLOWING AREAS

- Segmentation, Targeting and Positioning
- Customer Satisfaction and Client Retention
- Advertising & Social Marketing
- Customer Acquisition
- Brand Awareness
- B2C/B2B
- Digital Marketing

"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

"Knowing that the work we are doing on a project will receive real-life consideration by a business unlocked a deeper level of critical thinking and fueled a stronger motivation."

Daniel Metlitski, Marketing Student

## NEXT STEPS

To learn more about our Experiential Education program or getting involved:

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