York University

**THE LCL MARKETING COURSE (THE LIVE-CLIENT-LEARNING MARKETING COURSE) 4211 WINTER 2021**

**Course Instructor:** Prof. Pallavi Sodhi **Class meets:** Mondays, Online 7-10pm

**COURSE DESCRIPTION**

This course has been created to bridge the gap for marketing students between the classroom and the boardroom. Employers today look for a “plug-and-play” talent pool. In other words, they wish to hire market-ready-marketing students. This course gives the opportunity to students to be introduced to real-life business challenges into the learning environment. They will also get the opportunity to be exposed to what companies look for, in their workforce and culture.

Divided into two parts, the course will, in the 1st half of the course, immerse students into a theoretical learning environment through case studies. Course assignments are designed to foster critical reflection on marketing theory and how they have been applied by companies across diverse sectors/industries. Online class-discussions will stimulate sharing and discussion of students’ point-of-view on various cases. Industry experts may be invited to integrate the virtual classroom learning with a sharing of their experiences.

***In the 2nd half of the course semester, students will get into live-client action mode!*** Each week for 6 weeks, companies/clients will be invited to share one of their business challenges. Students will get the opportunity to apply their theoretical marketing knowledge to diagnose the client issue and propose their solutions to clients in the real-world scenario.

There is an enrolment maximum of 20 students into this course. Since this is a client-interactive course, the students need to be comfortable with applying marketing concepts in real-life business situations. It is recommended that those students who are interested to pursue marketing as a career enrol as ***this course is a forum to make a mark to clients and companies where you could be working tomorrow.*** Please note the pre-requisites of this course as they are critical to enrolment.

***In addition to meeting the course prerequisites, all enrolled students will be interviewed by the course instructor to confirm eligibility and fit with the course. Student-instructor interviews will be conducted virtually, well before the first class. Likely interview period will be early-mid December 2020, before school closes for the Winter break. (Dates TBC)***

***Students who are confirmed into the program will be notified individually. The interview is compulsory to assess the skill, will and fit with the fast-paced course.***

This is an intense course, and requires time and commitment to attend, prepare and present Client proposed challenges. As well, you will need to present to an industry jury. If for any reason, you feel that you may not be ready to “face” the real corporate world just yet, or are busy with other commitments, it is advised that you reconsider your decision to enroll into this course.

There will be an award ceremony attended by the Dean and Marketing Faculty as well as Clients after the Course finishes, when awards, internships, etc. may be announced by the Clients. All students in the program are required to attend this ceremony, which will most likely also take place virtually.

**PRE-REQUISITES**

**General pre-requisites: You must be a keen marketer and**

- be a willing and active participant in group discussions

- have good communication skills, both verbal and written

- know how to write marketing/business plans

- know how to conduct/analyze primary and secondary research using different research

tools, techniques and resources.

Groups will be formed from Day 1, so **no late enrolment will be allowed**.

**Course pre-requisites:** ADMS 3220 (Applied Marketing Management) and ADMS 3210 (Consumer Behaviour). (The more marketing courses you have taken, the better.)

**ORGANIZATION OF THE COURSE**

2-4 teams of 5 students each will be created and assigned live marketing-related cases. Teams will be assigned to a live client case in the 2nd half of the course, designed to test their marketing, business skills, initiative, problem-solving abilities, creativity and how well they work in a team. With delivery criteria and deadlines, students will get the opportunity to interact with client(s) and take a deep dive into their organization, to understand the complexities of their business. Clients will consult with the students during each “case-assignment.” By the end of the semester, the teams will present their business solutions and recommendations to the clients (who pose their business challenge), a seasoned HR/Talent industry expert (who will advise on the “employability factor” of the student and assess candidacy among students for future internship/job opportunities.) and a Star Student from the YorkU alumni, who is well placed in the industry (and who will be an advisor on the challenges students face when they transition into the real world after graduating). These 3 “Clients” will judge students’ solutions based on strategy, creativity, ROI, go-to-market implementation reality, passion and cultural fit.

**COURSE TEXT/GRADE WEIGHTING**

There are no textbooks or exams for this course. However there will be a wide array of case studies and current readings that will be discussed in class. Marks will be given for each assignment given in class (30% of overall grade). The bulk of the course marks (70%) will be based on the final judgement by the Client(s) and the Instructor who will assess the students’ presentations.

**LEARNING OUTCOMES**

At the end of the course students will:

1. Be able to apply marketing theories to solve real-world marketing problems.
2. Gain confidence to participate in national and global marketing competitions.
3. Communicate and present go-to-market solutions to diverse audience groups: be it clients, senior executives, HR consultants and instructors.
4. Demonstrate initiative, drive, personal and social responsibility, integrity, and accountability.
5. Extend the insights that they have gained from live-client interaction into the workplace.
6. Enhance their understanding of “what client want” from an employability standpoint.
7. Leverage the experience gained for internship/employment opportunities.

**Additional Notes:**

**TIMES & LOCATION: Tuesdays, 4-7pm, ONLINE ONLY. All lectures will be delivered synchronously, i.e. in live/real-time mode.** Students are expected to attend ***all*** the live lectures.

The Zoom evite will be posted on the Moodle course website prior to course commencement.

Several platforms will be used in this course (e.g., Moodle, Zoom, etc.) through which students will interact with the Course Director, the course materials, as well as with one another. ***Please click to review the*** [***technology requirements and FAQs for Moodle***](http://www.yorku.ca/moodle/students/faq/index.html).

In order to fully participate in this interactive online course, you will be expected to participate through live video conferencing. This means that you will be required to appear on video (e.g., for seminar discussions, presentations: advertising campaign critiques as individuals or in groups, etc.). Hence, in addition to a stable, higher-speed Internet connection, you will need a computer with webcam and microphone, and/or a smart device with these features.

Please review useful links for student computing information, resources and help:

[Student Guide to Moodle](https://lthelp.yorku.ca/student-guide-to-moodle)

[Zoom@YorkU Best Practices](https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom@YorkU-Best-Practicesv2.pdf)

[Zoom@YorkU User Reference Guide](http://staff.computing.yorku.ca/wp-content/uploads/sites/3/2012/02/Zoom@YorkU-User-Reference-Guide.pdf)

[Computing for Students Website](https://student.computing.yorku.ca/)

[Student Guide to eLearning at York University](http://elearning-guide.apps01.yorku.ca/)

To determine Internet connection and speed, there are online tests, such as [Speedtest](https://www.speedtest.net/), that can be run.

There will be no in-person interactions or activities on campus. However there will be virtual office hours, pre-determined on a “as-needed-basis.”

**AUDIO VISUAL RECORDINGS**

Since this is an online course with synchronous delivery (only some topics will be recorded or pre-recorded and posted on Moodle), students need to be familiar with the course policy on how the recordings should be used.

1. The recordings are strictly for educational purposes only and as a means for enhancing accessibility.

2. Students do not have permission to duplicate, copy and/or distribute the notes or recordings outside of the class (these acts can violate not only copyright laws but also FIPPA).

3. All recordings will be destroyed after the end of classes.

**TECHNICAL REQUIREMENTS FOR TAKING THE COURSE:**

Since several platforms will be used in this course (e.g., Moodle, Zoom, etc.) through which students will interact with me, the course materials, as well as with one another, it is important that you review the course outline/syllabus and revisions on the course website to determine not just the lecture slides and readings, but also how the class meets (in whole or in part), and how office hours and presentations will be conducted.

Please note the following:

* Zoom is hosted on servers in the U.S. This includes recordings done through Zoom.
* If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
* The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

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**RELEVANT UNIVERSITY REGULATIONS & COURSE POLICIES**

***Academic honesty and integrity***

In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK’s [Academic Integrity module](https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/) at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another’s work, the representation of another’s ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty](https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/).

***Email Etiquette***

Please use your yorku.ca email address, and list the course code and section in the subject line (e.g., ADMS 4211M). I will do my best to respond to your emails within one business day.

***Late work/Absenteeism***

Since this is a high-octane, fast-paced course, and Clients are committed to fixed briefing and presentation dates, there is no room for late submissions.

***Schedule Changes***

If there are any changes in the class schedule, I will try to give you as much notice as possible. Please regularly check the Course eClass website for any class announcements.

***Religious Accommodation***

York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit <https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>

***Course Withdrawal***

Last day to drop the course without receiving a grade is Jan 17, 2021.

If you withdraw between January 11 and the end of classes (April 5), the course remains on your transcript without a grade and is notated as “W”.

Ref: <https://registrar.yorku.ca/enrol/dates/fw20>