

York University
THE LCL MARKETING COURSE (THE LIVE-CLIENT-LEARNING MARKETING COURSE)
4211 WINTER 2022

Course Instructor: Prof. Pallavi Sodhi psodhi@yorku.ca

Course Mentor: Jacky Li

Class meets: Mondays, On campus 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. Class-discussions will stimulate sharing and discussion of students’ point-of-view on various cases. Industry experts may be invited to integrate the 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 14 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 be prepared to enter the corporate/business world.*** 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 and/or mentor 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 2021, 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. will be announced by the Clients. All students in the program are required to attend this ceremony.

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

Two teams of 5-7 students each will be created and will be assigned to at least 4 live marketing cases. Teams will be assigned to client cases, beginning 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 provide confidential business information with the students during each “case-assignment.” As such, and where dictated by the Client, all students and judges may be required to sign a Non-Disclosure Agreement. At the end of the briefing sessions, the competition begins! Every week, for 4 weeks, both teams will present each case presentation, comprising their marketing solutions and recommendations to a Jury. This Jury will comprise the clients, Faculty, 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 Mentor/Star Student from the YorkU alumni. (The LCL Mentor who is already well placed in the marketing industry will be an advisor to both teams as they gear up for the case competitions). In short, the Jury will judge the marketing 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: Mondays, 7-10pm on YorkU campus. All COVID protocols will be followed. Students are expected to attend all the lectures.

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](#) 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](#).

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>

LIVE CLIENT LEARNING MARKETING 4211

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Tentative COURSE SCHEDULE

DATE/WEEK	MODULE/TOPICS	READINGS/ACTIVITIES
Week 1 Jan 10	Introduction to Course and Protocols	Complete the Academic Integrity Module Formation of groups & Briefing of Client Cases , NDAs, Client case overview.
Week 2 Jan 17	Case Competition Best Practices Mock Case Study 1 Briefing	Do's and Don'ts of Marketing Case Studies Case Study Mock Presentation 1
Week 3 Jan 24	Research 101 Mock Case Study 1	Environics (Guest Speaker) and In-class Research activities Case Study Mock Presentation 2
Week 4 Jan 31	Branding 101 Brand Positioning Decisions Preview to Creative Strategy	Brand Management Overview Case Study Mock Presentation 3
Week 5 Feb 7	Client 1 Briefing	Q&A with Client by Teams
Week 6 Feb 14	Client 2 Briefing	Q&A with Client by Teams
Reading Week		
Week 8 Feb 28	Client 3 Briefing	Q&A with Client by Teams
Week 9 March 7	Client 4 Briefing	Q&A with Client by Teams

Week 10 March 14	<p>CASE COMPETITION 1</p> <p>Teams present to Jury (Separate team presentations. Order of presentation based on toss)</p> <p>Result announced at the end of presentations, after deliberation among Judges.</p>
Week 11 March 21	<p>CASE COMPETITION 2</p> <p>Teams present to Jury (Separate team presentations. Order of presentation based on toss).</p> <p>Result announced at the end of presentations, after deliberation among Judges.</p>
Week 12 March 28	<p>CASE COMPETITION 3</p> <p>Teams present to Jury (Separate team presentations. Order of presentation based on toss).</p> <p>Result announced at the end of presentations, after deliberation among Judges.</p>
Week 13 April 4	<p>CASE COMPETITION 4</p> <p>Teams present to Jury (Separate team presentations. Order of presentation based on toss).</p> <p>Result announced at the end of presentations, after deliberation among Judges</p>
After April 29 Date TBC	<p>AWARDS CEREMONY (Associate Dean, Faculty, Judges/All Clients will be present). Announcement of LCL 2022 Winning Team will be announced. Clients/Judges will announce internships, prizes, etc.</p>