

## Service-Learning

Service-Learning at Goodman is a project-based teaching-learning strategy that connects classroom theory to challenges experienced in the “real world”.

## Partnership Opportunity - Free Mini-Communication Plan

Teams of students (4-5) will be given the option to participate in a service-learning placement with an area non-profit and small for-profits businesses (10 and fewer employees) for the purpose developing an Mini-Communications Plan.

Example: An organization may have a major fundraising event and may want to increase attendance.

Example: There may be a new program/produce/service in development or launch stage that needs to be promoted in the community.

Example: An organization/business may have a product (new or existing) that they feel should be selling better and wants to develop its market.

## What you get

Varying from project to project, you will receive some but not all of the following: A market analysis, product/service evaluation (branding and sales features), marketing objectives/goals and a communication plan that includes Budget, Advertising program (with ad samples) and Media Strategy as well as a Sales Promotion Program (if appropriate).

## Your Commitment

Projects are tied to a student’s overall course mark. We ask our partners to ensure they are available for the dates below as course schedule is not flexible and we want to ensure project success. To apply for this project you and a backup member of your team need to schedule on-campus dates.

Meet with the team at your location or an agreed upon site before Sept 26<sup>th</sup>. That meeting will help define the marketing communication challenge and set project goals.

Campus visit Thursday OCT 24 9:30- 11am. Interim report presentation by the team.

Campus visit Thursday Nov 21 or 28 for project presentation. (Specific times, between 8 and 11 AM, will be communicated by the team closer to the date)

## Interested?

Organizations/businesses interested in participating can follow this link (or cut and paste it into your browser): <https://survey.bus.brocku.ca/TakeSurvey.aspx?SurveyID=981M9L4>

...and register your request on-line.

There are a limited number of spaces available.

Regards,  
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