

Service-Learning

Service-Learning in the Goodman School of Business is a project-based teaching-learning strategy that connects classroom theory to challenges experienced in practice.

For this Partnership, student teams work as “consultants” with their community partner.

Partnership Opportunity - Free **YOUTH FOCUSED** Market Research Services!

We are inviting area non-profits and small and medium size for-profit businesses to work with our Marketing students to design a Market Research study. **The focus of the study needs to be students/youth market.** The team will develop and test a customized research tool with a focus group and 20-30 respondents.

Example: An organization/business may want to know how to change their product/service to attract a youth demographic. Your teams can make recommendations on what features are attracting youth or what would be appealing to youth.

Example: A business/organization might want to develop a new product or service to appeal to a youth market. Your research team can figure out how to communicate with the youth demographic and give you insight on how they make decisions.

What you get

One community partner will be selected for each of three classes. All the teams will work on the same challenge ensuring your market research will touch on hundreds of students. Your student teams will provide insight into and make recommendations for the marketing challenge you're facing. The team will run a focus group to develop the tool; using the tool, teams will survey 20-30 Brock students and perform preliminary analysis and interpret the results. You will receive the recommendations based on those hundreds of students surveyed.

Your Commitment

Projects are tied to a student's overall course mark and must be completed within a 3-month time period, and must be managed around varying student schedules. We ask our partners to ensure timely transfer of information and flexibility in coordinating meetings to support project success.

**** First Step- present your marketing challenge to the class:** on campus on **one** of the following dates and times: Sept 16 3:30-4:30 PM *or* Sept 18 from 10-11 AM *or* Sept 21 from 7-8 PM

**** Second Step- Feedback:** Your 6-9 teams will do some research and develop the survey tool. You will need to review the tool developed by each team and provide feedback... but no sharing information between teams!! They'll be feeling a little competitive. This is the **hard work** part of the partnership... lots of teams so lots of feedback required quickly. This is a required part of the partnership so please don't apply if the last week of October or the first week of November is a really busy period for you.

**** Third Step- Final Presentations on campus:** Teams will present their findings to you on **one** of the following dates/times: Dec 4th from 2-3:30 PM *or* Dec 4th from 9-11 AM *or* Dec 7th 7-9PM

**** Prompt response** to team email requests for information (generally within 24 hours) is required. Please don't apply if you don't really pay attention to your email.

**** Complete a brief on-line survey** on project satisfaction at the end of the project.

Have I scared you off or are you still 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=844J8n8>
...and register your request on-line. There are a limited number partnerships available.

Regards,
Gillian Kemp
Relationship Manager, Service-Learning
gillian.kemp@brocku.ca 905 688 5550 X5023