

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

PAC Minutes

Customer Relationship Marketing & Sales
Management

2021

Customer Relationship Marketing & Sales Management - PAC Minutes September 30, 2021

Marta Zurawski

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PROGRAM ADVISORY COMMITTEE AGENDA

Program Code:	Program Name:
BMK	Business Marketing
BAM	Business Administration Marketing
MKM	Marketing Management
CRM	CRM & Sales Management
Meeting Date:	September 30, 2021
Meeting Time:	2:00pm – 4:00 pm
Meeting Place:	Virtual- Zoom

Time	Topic	Led by
30 minutes	Welcome and Introduction Include Introduction of Sherry McEvoy from CAE to briefly describe 5 Year Program Review and External Focus Group (EFG)*	Coordinator
30 minutes	Program Overview Business Marketing Business Administration Marketing Marketing Management CRM & Sales Management	Coordinator
65 minutes	Discussion – Industry Feedback <ol style="list-style-type: none"> 1. Program Data & Trends 2. DA Changes we have implemented based on previous PAC 2020 3. Signature Learning Experience (SILeX) plans 4. New Programs coming - continues PAC recommendation to offer suite of marketing-related programs 5. Part-time Programs and Micro-Credentials 	Coordinator
5 minutes	Wrap Up – Summary of PAC Recommendations	Coordinator

MINUTES OF PROGRAM ADVISORY COMMITTEE MEETING

Program Code:	Program Name:
BMK	Business Marketing
BAM	Business Administration Marketing
MKM	Marketing Management
CRM	CRM & Sales Management
Current Meeting Date:	September 30, 2021
Meeting Place:	Virtual – Zoom
Previous Meeting Date:	N/A
Next Meeting Date:	October 7, 2021
Chair of PAC:	TBA
Recording Secretary:	Marta Zurawski

PAC Meeting General Information:

- [Board of Governors' policy D-30.05](#)
- [TOR27: Program Advisory Committees](#)

PAC Members and Credential	Organization	Title	Affiliation	Term	Attendance
1. Amanda Wolfe	TKB Creative	Director Digital Operations	Practitioner		Present
2. Christine Wellenreiter	Canada Life	Director Strategy and Market Support, GRSI			Regrets
3. Dan Mudry	Initiative Global Agency	Supervisor Communications Design	Practitioner		Present
4. Nick Hollinger	Visitor Queue	Owner	Graduate		Present
5. Rick Lambert	in2Communicatons Agency	Owner	Practitioner		Present
6. Anne-Marie Moore	Media Sonar Technologies	Chief Operating Officer			Regrets
7. Mike Ketelaars	Libro Credit Union	Digital Banking Manager	Graduate		Present
8. Jordan Darling	Amazon Web Services	Principal Cloud Advisor	Graduate		Present
9. Liane Scott	GearsCRM	Senior Consultant, Pardot Specialist	Practitioner		Present
10. Daymon Boswell	Voices.com	Manager, Internal Systems			Regrets

11. Brian Bota	Carfax Canada	Senior Manager Inside Sales			Regrets
12. Gloria Field	Nova Mutual Insurance Company	Chief Operating Officer	Practitioner		Present
13. Iam Mawdsley	Libro Credit Union	Insights & Research Manager	Practitioner		Present
14. Karen Chalmers	TechAlliance	Senior Director Brand and Engagement	Practitioner		Present
15. Emily Ferreira	Start.ca	Vice-President Customer Success	Practitioner		Present
16. Michael Grant	The Marketing Department	Chief Customer Officer	Practitioner		Present
17. Margeaux Lavesque	Columbia Sportswear	Retail Marketing Specialist	Practitioner		Present
18. Laurie Hause	McKenzie Lake Lawyers	Chief Digital Marketer	Practitioner		Present
19. Julie Hensen	Salesforce	Global Advisor	Graduate		Present
20. Jenny Couse	Buckland	Corporate Marketing Manager	Practitioner		Present

College Resource Persons	Position	Title	Attendance
1. Mary Pierce	Dean	Faculty of Business, Info Technology and PT Studies	Present
2. Lisa Schwerzmann	Associate Dean	Kinlin School of Business	Present
3. Sherry McEvoy	Curriculum Consultant	Centre for Academic Excellence	Present
4. Prini Dhawan	Program Manager	Kinlin School of Business	Present
5. Tarek Ibrahim	Program Manager	Kinlin School of Business	Present
6. Rhonda Payne	Program Coordinator for BAM, MKM	Kinlin School of Business	Present
7. Simone Moreau-Rodgers	Program Coordinator for CRM & Sales Management	Kinlin School of Business	Present
8. Scott Hubert	Program Coordinator BMK	Kinlin School of Business	Present
9. Katrina Padyk	Academic Services Consultant	Kinlin School of Business	Regrets
10. Miriam Sanchez	Assistant to the Associate Dean	Kinlin School of Business	Regrets

NOTE: College resource persons include Board of Governors members, full and part-time employees or students who administer, teach in, support or are enrolled in the programs.

Item #	Agenda Items and Discussion	Action Required
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Standing items	Have PAC members reviewed the Final Action Plan or 1 Year Follow Up from the last Program Review?	N/A
	Do the PAC members endorse the Final Action Plan or 1 Year Follow Up from the last Program Review?	N/A
	Does the current PAC membership reflect the TOR requirements?	Yes
	<p><u>Program Overview:</u></p> <p>Business Marketing BMK</p> <ul style="list-style-type: none"> • Two-year Ontario College Diploma (co-op optional) • September, January, March and May intake • offered face-to-face and online as Part-Time and Full-Time • created as a stepping stone to Advanced Diploma and Marketing Degree Program • Pathway to BAM or Digital Marketing Degree <p>Business Administration Marketing BAM</p> <ul style="list-style-type: none"> • Optional 1-year Advanced Diploma Program for Business Marketing graduates (40% of student advance to the Program) • September and January Intake • Pathway to Digital Marketing Degree <p>Marketing Management MKM</p> <ul style="list-style-type: none"> • One-year Graduate Certificate • September, January and May intake • Offered face-to-face and online • Designed for college or university graduates • Similar courses to Advanced Diploma – high level of digital focus <p><u>NEW</u> CRM & Sales Management CRM</p> <ul style="list-style-type: none"> • One-year Graduate Certificate • September and January intake • Designed for college or university graduates • Focus on latest Technologies • First College in Canada to offer Salesforce Social Studio 	

DA Changes implemented based on previous PAC 2020:

Re-mapped to Revised Ministry Learning Outcomes (2019)

Revised Courses in response to digital trends;

- Launched Intro to Digital Marketing in BMK (2018)
- Added Shopify/ecommerce module to Retail Course (2021)
- Added Advanced Shopify module to Global Marketing course BAM/MKM (2021)
- Added Adobe Creative content to Adobe course (2021)
- Added online/phone components to Presentations course (2019)
- Added digital content like Statista and Simply Analytics to Research course (2020)

Revised Courses in response to experiential trends;

- Strategic Marketing course added 1 hour to add live client Marketing Plan development in addition to Maven Simulation as program SILEx (2021)
- Community Consultancy changed to Employer Rounds in BAM/MKM (2019)
- Customer Centricity Simulation in CRM (2021)
- New Programs:
- Sport & Event Marketing Program – Launched in 2020
- CRM & Sales Management Program – Launched in 2021
- Micro-Credentials; (learning modules of shorter time duration that allows someone working in the industry to learn a specific skill or software relevant to their job)
 - Management Series – Launched 2021
 - Marketing Series – Launching in 2022

Signature Learning Experience (SILEx):

Every Fanshawe Graduate participates in at least one rich, experiential learning opportunity

- Applied Research
- Entrepreneurship
- Global Projects
- Live Client Interaction
- Multi-disciplinary Projects

Q&A

Q – Can we as companies apply to participate? (aka as the live client?)

A – (Simone Moreau-Rodgers) Feel free to shoot me an email and we can coordinate!

Program Data & Trends:

Business Marketing (BMK) & Business Administration Marketing (BAM)

- student that are 18-24 years old, just out of secondary school
- Large percentage from London catchment area
- (BMK) Overall number of students (450 students or so) has not changed, the make-up of students has shifted from a more Domestic student body to an International student body
- (BAM) Steady Enrollment with 40% of 2-year diploma students that advance to the Advanced Diploma Program, typically more often for domestic students

Marketing Management (MKM)

- 20-24 years old, University/College grads (non-business)
- Domestic student are “Local”
- Significant increases in International Students

CRM & Sales Management (CRM)

- Mid-20’s and older, University/College grads (non-business)
- Domestic student are “Local”
- Significant uptake from International Students

Part-time Registration:

- Total course registrations in Kinlin School Part-time Online Programs % Increase over last fall: 36%
- Total number of students registered in part-time online Kinlin School Part-time Online Programs % Increase over last fall: 37%
- Fanshawe dominates in PT – rate of growth is 1st in the province

Q&A:

Q – How do we compare with other programs? Is there room for growth?

A – Trend wise, full-time program enrollment is in line with what is happening across the province, specifically, there has been a flattening of domestic student enrollment balanced by an increase in international enrollment. LKSB’s growth is not stronger but it is not

weaker than other college in Ontario (based on enrolment data from colleges offering same programs). Chat: (Lisa Schwerzmann) We look forward to Salesforce being a differentiator for our marketing programs, and for the CRM program in particular. We are focused on developing a center of excellence in marketing via our suite of full-time, part-time programs and micro-credentials.

Discussion Questions and Industry Feedback:

- Q – It would be interesting to see where the international demand is coming from and why? Is it something to look at to grow LKSB? Are they part-time online students?

A – India, China, Nigeria, South American Cohort, and Ukraine and likely the top 5 international markets for our programs. Students come with a variety of digital skills and experiences. International students are full time and temporarily online due to pandemic. Under normal operations, international students' study/work permits require them to be in a full-time program and learning primarily in the face-to-face classroom environment

- Q – Is there a thought to offer these programs completely online? Maybe a micro portion of it to reach students that may never come to Canada?

A – maybe, it's possibility for part-time learners seeking professional development
Comment/recommendation: Thinking about a revenue stream, if you have something that's starting to attract international, how can you grow that, maybe in terms of digital or a micro type of course you could tap into a demand that's Global

- Q – Has any work been done to collaborate with the Great Canadian Sales Competition or the CPSA to promote the program? specifically the CRM program

A – We are aligned with the CPSA. Students in the BAM/MKM program have been participating in the Great Canadian Sales competition for about 3 years.

- Q – Is there any live client work in the CRM program? That was one of the best parts of my time in BAM. HRDownloads, Paystone, Voices.com have great B2B sales structures built out that may be great to collab with

A – There is live client work. We have a CRM Strategic Project course. We look to have it model the community consultant/employer rounds and have live client work. I am looking for great companies to program with. Ideally, we want to have a B2B focus if possible...

➤ Q – In regards to the BMK, BAM programs, what are some of the key strengths of our Grads and/or is there an area for improvement?

Comments:

Strength - they have the fundamentals to perform digital marketing tasks, unlike many applicants from University.

Suggested Improvements:

- Communication skills – continue to reinforce, particularly related to turning a negative to a positive and/or proactively suggesting solutions when identifying problems/challenges
- Integrate project management skills (start to finish- basic project management skills are valued in graduates, including an overall understanding of project management software and how teams collaborate to complete tasks

➤ Q – when interviewing our students/grads, are they able to articulate their digital skills without prompting? Able to identify their own competitive advantage?

A – Yes, they do. One concern would be that sometimes interviewees over-emphasize digital skills to the detriment of general marketing skills. If the interview is not a digital-specific role, it can be concerning how digitally obsessed they are.

Comments:

Desired skill-sets that would differentiate young marketing practitioners include:

1. Ability to “tell stories” via data analysis:

- Ability to link digital data to the big picture of the business to derive ideas for overall next step (i.e., be strategic) and the business impact
- Teach how to use data in the best interest of the customer
- Understand what is a useful data point; be able to tell “the story” from the data and delineate how to take action
 - Loom.com is blowing up within the B2B sales space (just got a 1B validation). Directly aligns with what we’re talking about with selling via video. A big trend here
 - Vidyard - Seeing huge growth from organizations adopting it as a key sales tool for video selling
 - Biteable

2. Video proficiency:

- Video based resume – brand and market yourself in a live video format
- Stand-alone course to command presence when speaking. Consider integration of improve exercises
- Integrate joint projects with Video Production programs at Fanshawe
- We want to hone video because it is the future of work and being an employee. Video content creation is a growing area that students should have.
- Exit interviews with students to better understand their feedback in the program but done via Video.

➤ Q – Are there any skill sets that you are now asking for in your interviews as you hire candidates during the pandemic that you can perceive will be a skill you are looking for going forward?

Comments:

- Zoom moderation and being able to transfer knowledge to other people (i.e., how to write a script for a virtual presentation)
- Due to the lack of interactivity in an office, there is a need for self-starters, someone proactive with asking for help and guidance due to working remotely

Recommendation:

- Create opportunities for students to practice making pitches via Zoom.
- Micro credential idea – Zoom proficiency, Zoom meetings, writing and producing pitches for Zoom

➤ Q – What level of research skills an entry level practitioner should have? Is it valuable for them to have?

Comments:

- Yes, a basic understanding of the types/techniques or primary research is useful
- Focus more on defining what question/problem you want research to answer, how can research findings be used to solve business questions
- Not necessarily to have in-depth knowledge of formal tools like SPSS. Marketing grads will likely interact with research departments so it's more important to have a general comfort with talking about research and being able to think critically about how/when to use research

	<ul style="list-style-type: none"> • Focus on consumer behavior/buying/lifestyle/competitive analysis that can be used to target customers/develop customer personas, really understand what Environics and Canada Post can do to help when trying to market to the right audience • Research is about identifying the problem, wrapping the team around it, being curious with the data, and communicating that back to the org. Tools to look into are: NPS/Voice of the customer <p>➤ Q – What are the trends we can expect to see in the next 5 years?</p> <p>Comments:</p> <ul style="list-style-type: none"> • Artificial Intelligence and Machine Learning – understanding what it is, what it can accomplish and how to use it/bring it into an organization • Ethics of data linked with cyber security and data sources, legal frameworks, privacy basics, social media basics. Include discussion on what are data rules in Canada like GDPR and Castle. • Digital vs Pure Marketing – what is the difference? Who owns it? 	
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NOTE: Lead and Affiliate advisory committee minutes and reports are required to be submitted to the appropriate Dean(s) and Chair(s) and members of the advisory committee. The Office of the Senior Vice-President, Academic is responsible for the maintenance of a repository for advisory committee agendas, minutes, reports and other documentation.