

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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PAC Minutes

Customer Relationship Marketing & Sales  
Management

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2022

### Customer Relationship Market & Sales Management - PAC Minutes May 24, 2022

Marta Zurawski

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## PROGRAM ADVISORY COMMITTEE AGENDA

<b>Program Code:</b>	<b>Program Name:</b>
CRM	Customer Relationship Marketing & Sales Management
MKM	Marketing Management
<b>Meeting Date:</b>	May 24, 2022
<b>Meeting Time:</b>	9:00-11:00 am
<b>Meeting Place:</b>	Virtual - Zoom

Time	Topic	Led by
9:00-9:10 a.m.	<b>Welcome, Introduction and Overview</b>	PAC Chair
9:10-9:20 a.m.	<b>Approval of Agenda and Minutes from last meeting</b>	PAC Chair
9:20-10:50 a.m.	<b>Agenda Item Discussion</b>	PAC Chair
Suggested standing items	<p><b>1. PAC Terms of Reference</b></p> <ul style="list-style-type: none"> <li>• PAC Purpose</li> <li>• Membership Review (e.g., term status)</li> <li>• Survey Results &amp; Ideas</li> </ul> <p><b>2. Program Report</b></p> <ul style="list-style-type: none"> <li>• Program Highlights (faculty and student accomplishments)</li> <li>• Enrollment Update</li> <li>• Curriculum Update</li> <li>• Part-time, CE &amp; Microcredentials Update</li> <li>• {Discussion} Continuing Education and Microcredentials – Recommendations?</li> <li>• {Demonstration} Student Presentation – CRM</li> <li>• {Demonstration} Faculty Presentation - MKM</li> </ul> <p><b>3. Discussion – Standing Items</b></p> <ul style="list-style-type: none"> <li>• Labour Market Demand – Affirmation and Recommendations</li> <li>• Curriculum – Affirmation and Recommendations               <ul style="list-style-type: none"> <li>○ Technology</li> <li>○ Industry Trends</li> </ul> </li> </ul>	

- QUESTION>>Are our grads equipped to be in the workforce both 1 year and 10 years from now?

#### 4. Discussion – New Items

- Post-pandemic and the Role of the Marketer and the Sales Professional
- >>What changes have you seen?
- >>Has this impacted the skills you seek when hiring a new grad?
- >>Has this broadened or lessened the scope of the role in your organization?

10:50-10:55 a.m.    **Summary of PAC Recommendations**    PAC Chair

10:55-11:00 a.m.    **Next Steps**    PAC Chair

- Schedule a date for the next meeting
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# MINUTES OF PROGRAM ADVISORY COMMITTEE MEETING

<b>Program Code:</b>	<b>Program Name:</b>
CRM	Customer Relationship Marketing & Sales Management
MKM	Marketing Management
<b>Current Meeting Date:</b>	May 24, 2022
<b>Meeting Place:</b>	Virtual – Zoom
<b>Previous Meeting Date:</b>	
<b>Next Meeting Date:</b>	
<b>Chair of PAC:</b>	Simone Moreau-Rogers
<b>Recording Secretary:</b>	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. Nick Hollinger	VisitorQueue	Owner	Choose an item.	Choose an item.	Present
2. Jordan Darling	Principal Cloud Advisor	Amazon Web Services	Choose an item.	Choose an item.	Present
3. Liane Scott	Senior Consultant	Global Salesforce, Slalom	Choose an item.	Choose an item.	Regrets
4. Gloria Field	Chief Operating Officer	Nova Mutual Insurance Company	Choose an item.	Choose an item.	Present
5. Ian Mawdsley	Insights & Research Manager	Libro Credit Union	Choose an item.	Choose an item.	Present
6. Karen Chalmers	Vice President	TechAlliance	Choose an item.	Choose an item.	Present
7. Emily Ferreira	Vice-President Customer Success	Start.ca	Choose an item.	Choose an item.	Present
8. Julie Hansen	Global Executive Advisor	Salesforce.com	Choose an item.	Choose an item.	Present
9. Jenny Couse	B2B Marketing Manager	Buckland	Choose an item.	Choose an item.	Present
10. Mary-Ellen Willard	Executive Creative Director	AdHomeCreative	Choose an item.	Choose an item.	Present
11. Jennifer Hines Thompson	Consultant	Traction Demand	Choose an item.	Choose an item.	Present
12. Nelson DaSilva	Sales Director	Fastenel	Choose an item.	Choose an item.	Regrets

College Resource Persons	Position	Title	Attendance
1. Mary Pierce	Dean	Faculty of Business, Info Technology and PT Studies	Present
2. Bradley Bishop	Associate Dean	Kinlin School of Business	Present
3. Prini Dhawan	Program Manager	Kinlin School of Business	Present
4. Tarek Ibrahim	Program Manager	Kinlin School of Business	Regrets
5. Simone Moreau-Rodgers,	Program Coordinator	Kinlin School of Business	Present
6. Katrina Padyk	Academic Services Consultant	Kinlin School of Business	Present
7. Miriam Sanchez	Academic Services Consultant	Kinlin School of Business	Present
8. Marta Zurawski	Customer Service Representative	Kinlin School of Business	Present

Item #	Agenda Items and Discussion	Action Required
<b>Standing items</b>	<i>Have PAC members reviewed the Final Action Plan or 1 Year Follow Up from the last Program Review?</i>	Choose an item.
	<i>Do the PAC members endorse the Final Action Plan or 1 Year Follow Up from the last Program Review?</i>	Choose an item.
	<i>Does the current PAC membership reflect the TOR requirements?</i>	Choose an item.
	<p><b>Program Delivery - Marketing Management (MKM)</b></p> <ul style="list-style-type: none"> <li>• 1 year graduate certificate in 2 semesters</li> <li>• Designed for college or university graduates</li> <li>• Online education option (September Only)</li> <li>• 2 or 3 year PT Option</li> <li>• September, January and May intakes</li> </ul> <p><i>Who Are They?</i></p> <ul style="list-style-type: none"> <li>• 20-24 years old</li> <li>• University/College grads (non-business)</li> <li>• Seeking career preparation and “a job”</li> <li>• Academically strong, critical thinkers, good communicators</li> <li>• Domestic student are “Local”</li> <li>• Significant increases in International Students</li> <li>• Who do they compare us to? UWO’s Marketing Management Program, other grad certs like Corporate Communications</li> </ul> <p><i>Enrollment:</i></p>	Record Action Items, responsibility and timing.

- 2021 – 103 students (35 Domestic/78 International)
- \*2022 – 108 students (23 Domestic/85 International)

*Part Time On-Line:*

- *This delivery option allows a student to take MKM1, part time and online*
- *Target market: mature learner*

*PT Enrollment:*

- *Fall 2021: 20 students*
- *Winter 2022: 29 students*
- *Summer 2022: 22 students*

**Program Delivery - CRM & Sales Management (CRM)**

- *1 year graduate certificate in 2 semesters*
- *Designed for college or university graduates*
- *\*\*September, January and Summer intakes*
- *\*\*2 year and 3 year Part-Time Option Available*
- *\*\*Online Option (September and January Intake)*

*Who Are They?*

- *Mid-20's and older*
- *University/College grads (non-business)*
- *Seeking career preparation and/or specific CRM Skills*
- *Academically strong, critical thinkers, good communicators*
- *Domestic student are "Local"*
- *Significant uptake from International Students*
- *Who do they compare us to? Nothing like this Program yet*

*Enrollment:*

- *\*2022W – 32 students (5 Domestic/27 International)*

*Part Time On-Line:*

- *These additional delivery option allows a student to take CRM, either full time online or part time online*
- *Intakes in Fall and Winter*
- *Gives learners more options on completing the program*
- *FT & PT students integrated within the course sections*

**NEW! Microcredentials**

*Shorter in duration in comparison to other part-time courses we offer, flexible and developed based on industry demand, microcredentials are the perfect way to develop specific skills, to grow in ones career*

**DISCUSSION:**

**Q: Additional Continuing Education and Microcredentials recommendations that we should consider in the following year?**

- Design thinking – how to be collaborative
- Research – viewing data through Technology
- Integration – pros and cons
- Analytics – understating data mixing, third party data
- Story telling
- Neuroscience and behavioral science
- Watching Ethics and Data
- Pitching to client and understanding their needs

**CHATROOM COMMENTS:**

- anything around emotional intelligence, psychological safety for customers... :) (Gloria Field)
- Anything machine learning or AI basics would be good (basics, what it is and how it works), Data Modeling (Nick Hollinger)
- Agree with Julie, storytelling with data is important for incoming workers. With that said, we see data / research get misrepresented on a regular basis by all levels of staff, marketing teams included. I think data storytelling needs to get paired with core data literacy training and getting to the core of how to ask questions of data, what can it tell us, how to properly share it (back to data viz), etc. (Ian Mawdsley)
- To echo what Julie mentioned, there is new Canadian privacy law that's tabled that would require companies to disclose how their algorithms work if questioned by consumers. Which branches off into another good micro credit - international and domestic privacy law and how it relates to marketers. (Nick Hollinger)

**Q: Are our graduates equipped to be in the workforce 1 year and 10 years from now? Labour Market Demands? Technology Needs? Industry Trends?**

**Break out group 1:**

- How do you equip someone for 10 years? Technology is changing so quickly?
- Ongoing credentials for students to stay up to date on current trends?
- Open to working from anywhere
- International relations – global voice

- More competition for Fanshawe – virtual programs more robust than they used to be. What makes Fanshawe stand out?
- With remote working do you need better global representation in this PAC?
- Emphasis on critical thinking adaptability

**Break out group 2:**

- Create a course that is a “wild card” course called “trends” – to give flexibility to the program where it can take a long time to get the curriculum to change
- D&I inclusivity – how to authentic and representative and knowledge
- Changing Privacy permissions to data transparency knowledge to the marketers – county, state/province, region and finer tuned
- Sustainability trends and impact – Transparency strategy to incorporate essentials, regulations, practices etc to incorporate strategy
- DEI for marketers...how to create for inclusive content (diverse images/considerations around user experience) ideally taught or endorsed by someone who is part of the disability community...

**Q: Post pandemic and the role of the marketer and sales professional. What changes have you seen? Has this impacted the skills you seek when hiring a new grad? Has this broadened or lessened the scope of the role in your organization?**

**Break out group 2:**

- Digital skills and flex to be “anywhere”
- Flip flopping on the hiring of folks for in-person vs digital talents
- Learn how to learn; invest in oneself
- Empathy on the fact that there are a lot of companies and people still 'in it' from pandemic impact. Also with economy challenges...supply chain etc.. sensitivity to the fact that there are ongoing business challenges

**Group comments:**

- Having a difficult time finding candidates who want to be social – hard time transitioning to in person

**Thank you**

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.