



July 2010

Dear Marketing Management Student,

Congratulations on choosing the Marketing Management program at Sheridan!

The reason for this letter is to give you a heads-up on an important project that will cover your entire academic year at Sheridan and give you the skills required to craft solid, substantial marketing strategies for your employers. In the fall, you will be taking a course in Marketing Research with David Nowell, followed by a winter course in Marketing Management with Doug Greenwood. The marketing research study you complete for the first course will be one of the key components of the marketing plan you create in the second one.

Naturally, your learning will be maximized if you choose a company with real potential in both these areas. So, we would like you to start thinking now about specific companies you could work with. Here are the basic criteria, as the firm must:

- Be small to mid-sized, not a new start up (must have existed at least 3 years)
- Have a sufficient amount of information available about the company, its market, industry, and competitors
- Have a marketing problem or opportunity that the firm is willing to have you research and resolve
- Be within commuting distance (your whole group must attend most meetings)
- Be an independent business, not a franchise.
- Be approved by both instructors for both courses

Our goal is to have this company confirmed and approved in the second week of classes in the fall, which is why we are posting this letter on our website now. We are looking for preliminary ideas, as you will be working with a group of your fellow students and it is important that the group reach consensus on which firm to choose. This represents a tremendous opportunity for you to get more information about industries you might like to work in. Further, past students report that prospective employers were very impressed with the reports.

We are proud of the “hands-on” nature of our program and this project typifies that approach. By having some companies in mind when you start, you can hit the ground running and gain even more value from the program. So, please give this some thought and we look forward to meeting and working with you in a few short weeks. Feel free to contact us at [david.nowell@sheridaninstitute.ca](mailto:david.nowell@sheridaninstitute.ca), or [doug.greenwood@sheridaninstitute.ca](mailto:doug.greenwood@sheridaninstitute.ca).

Yours sincerely,

David Nowell,  
Professor, Marketing Research

Doug Greenwood,  
Professor, Marketing Management