



Duration:	<b>15 weeks</b>
Course:	<b>Applied Marketing 2</b>
Instructor:	<b>Dan Broome</b>

**Course Objective:** Using knowledge gained from all courses taken during their time at Harris, students will create, develop, and present three major projects. Student's will primarily work as a team to generate a business plan and give an investment presentation. Over the course of the term, students will undertake individual and group assignments to gain some practical experience in business model strategy development and business plan writing.

**Bio:** Former Vice-President of Operations & Administration for True North Records (1994 – 2007), Dan Broome supervised the scheduling, manufacturing, marketing roll-out and delivery of over 420 recordings to the marketplace. He was responsible for the production of national and international live performance tours, numerous nationally broadcast music videos and multiple Juno award-winning albums. In his role with the organization he managed the day-to-day operations of the company; overseeing the production, finance, creative services / graphics, IT / Internet departments, teams and staff, second and third party supplier relationships and taking a lead role in the planning and execution of the company's marketing activities.

In 2009 Mr. Broome joined the Toronto Musicians' Association (2009 – 2018) as their Senior Business Representative. There he dealt with top level organizational governance and policy matters, member contract disputes and collective bargaining. He was accountable for labour negotiations and relations on behalf of musicians working for the Toronto Symphony Orchestra, the Canadian Opera Company, the National Ballet of Canada, Tafelmusik, Mirvish Productions, the Stratford Festival and for numerous other smaller Toronto based orchestras, theatre companies and productions.

Mr. Broome is a graduate of Queen's University and Harris Institute.

Week	Topics
1 - 3	Functional Team Leadership & Group Work, Project Management, Scheduling & Documentation and what can be learned in examining other Entertainment Based Business Models in the Age of Technological Convergence
4 - 6	Generating & Strategizing Business Ideas & Models; Industry & Competition Analysis, Formulating and writing effective Business Plans
7 - 9	Logic, Critical Thinking, Practical Decision-Making Processes & Approaches for Business Model Creation and the development of effective Business Strategies and Business Plans in the Music Business and other Entertainment Industries
10 - 12	Writing effective Business Plan and delivering powerful Investment Proposal Presentations
13	<b>Final Exam</b>
14	<b>Investment Group Business Plan Due</b>
15	<b>Investment Group Presentation</b>

### Evaluation

Attendance	10%
AMP 3 Investment Group Presentation Attendance	5%
AMP 3 Business Model Presentation Attendance	5%
Investment Group Project Leadership / Binder	10%
Final Exam	20%
Business Model Research Assignment Questions	10%
Investment Group Business Plan	20%
Investment Group Presentation	20%
<b>Total</b>	<b>100%</b>