



Duration:	<b>15 weeks</b>
Course:	<b>Applied Marketing 3</b>
Instructor:	<b>Dan Broome</b>

**Course Objective:** Students will continue using knowledge gained from marketing, marketing related and all the other courses taken during their time at Harris Institute to complete and present two major term projects. Lectures and discussions will focus on and explore numerous entertainment business models, examining the history of these models attempting to answer the question why some business models continue to succeed while others slowly fade away over time or fail outright.

**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	Topic
1 - 3	Industry Structures: How they shape new Business Models & Impact the models' 4 P Behaviours and Practices, B2C Relationships and Revenue Flows
4 - 6	Technological Impact: Understanding the role technology plays in shaping Industries and Business Models.
7 - 9	Demographic Impact: The role markets play in shaping Industries and Business Models.
10 - 12	Graphing Business Model Growth and making Product Life Cycle Predictions
13	<b>Interdisciplinary Company Presentations (ICP): Preliminary Presentations</b>
14	<b>Final Exam</b>
15	<b>Business Model Research Project Presentations (to next term AMP 3 class)</b>
TBA	<b>Interdisciplinary Company Presentations (ICP): Final Presentations (to Investment Panel &amp; next term AMP 3 class)</b>

#### Evaluation

Attendance	10%
ICP Preliminary Presentations	5%
Final Exam	25%
Business Model Research Project – Written Report	15%
Business Model Research Project – Presentation	15%
ICP – Business Plan & Investment Portfolio	15%
ICP - Final Presentation	15%
	<b>100%</b>