



STRATEGIC MARKETING CHALLENGE 2009

Branding The City of Colwood

INTRODUCTION

In developing this year's Strategic Marketing project, the Faculty of Management at Royal Roads University has partnered with the City of Colwood, Mayor David Saunders and council, to give learners in the Bachelor of Commerce in Entrepreneurial Management program the opportunity to acquire practical experience while developing their knowledge of strategic marketing theories, tools and frameworks in which they operate.

With the support of council, Mayor Saunders has stated an intention to make Colwood "...the first energy positive, carbon neutral, water smart, green learning city in Canada". The municipality has recognized that it must chart a new direction for the community in order to emerge strong from the worldwide recession and from the problems associated with climate change. By nurturing its strong relationship with Royal Roads University, Colwood has the ambition and opportunity to turn the city itself into a learning classroom: "To be able to change the world's thinking one student at a time is to be able to say the World will be able to change one City at a time." In Mayor David Saunders own words, "I can't imagine a better time to bring forward something so positive for both the environment and the city's economy".

THE CHALLENGE

Learners are tasked with helping to brand the City of Colwood as "The First Energy Positive, Carbon Neutral, Water Smart, Green Learning City". Working in teams, learners have two objectives:

1. Undertake a practical project on behalf of the City of Colwood and submit a written strategic marketing plan which outlines the branding strategy the team has developed and how this should be implemented.
2. Prepare and deliver a PowerPoint presentation which details the recommendations for branding the City of Colwood.

PART 1: STRATEGIC MARKETING REPORT

Working in teams, learners will develop a strategic marketing plan that assists the City of Colwood in branding itself as "The First Energy Positive, Carbon Neutral, Water Smart, Green Learning City". On completion teams must submit a written strategic marketing plan report which outlines the branding strategy developed by the team and details how this should be implemented. Teams are invited to approach this as a real life strategic marketing project.

PART 2: PRESENTATION TO PANEL

Again, working in teams, learners will develop and deliver a PowerPoint presentation detailing their branding recommendations to a panel of experts. The presentations will take place December 3rd, 2009 on the Quarterdeck of the Grant Building at Royal Roads University. The expert panel will include industry practitioners and educational representatives. The team must be able to persuade panel members of the appropriateness and practical viability of their branding suggestions. The panel will select the top three teams.

MARKETING RESEARCH COMPONENT

As part of this team project learners will need to gather primary marketing data in the Colwood community and its surroundings. This may involve interviews, surveys and focus groups. They will also have the opportunity to contribute to, and participate in, a stakeholder dialogue sessions at City Hall.

CONTACTS

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