

Information on Experiential Learning in our Marketing programmes that involves interaction with marketers or marketing practice.

Year 4 Marketing

Marketing Practice

In year 4, students will carry out an in-depth marketing project with a marketer in an external organisation. The objective of the project is to explore an aspect of the organisation's marketing practice and learn from a practitioner. The student spends time with the marketer, learning about the market and will conduct interviews to learn how different aspects of marketing are put into practice. Each student is assigned one of our marketing lecturers as a tutor, and the student will write a case study on the topic that has been explored as their final coursework submission.

A marketer might be interested in being the subject in this module for a number of reasons:

- Involvement in the marketing education of a soon-to-be graduate;
- Sharing particular skills and know-how;
- Using the opportunity of access to external marketing expertise to carry out a marketing audit of the firm or organisation;
- Researching an aspect of marketing in more depth;
- Publishing a marketing case study on a topic of interest.

In the past, students have explored elements of marketing including brand management, consumer behaviour, marketing communications, social marketing, digital marketing, event management, sponsorship and not-for-profit marketing.

Year 3 Marketing

Marketing Research

Students will have the opportunity to experience research in action by carrying out a marketing research study for an external organisation as a client.

A marketer who participates will have a research issue that he/she would like to investigate.

The participating students, working under the supervision of a marketing lecturer will:

- Conduct secondary and background research on the research problem;
- Present a research proposal to the external organisation;
- Agree a research brief with the external organisation;
- Conduct qualitative and/or quantitative research;

- Analyse and present results.

In previous years, students have worked on research projects with a wide variety of well known firms and organisations including Johnson and Johnson, Robert Roberts, Dublin Bus, South Dublin County Council, the Irish Basketball Association, Kerry Foods and Cuisine de France. They have also worked with entrepreneurs and small businesses.

Event Management

The Event Management module is very practical and in semester 5, students work in teams and are required to devise and execute fundraising plans. The monies raised are used to fund an event that the students plan, organise and manage in semester 6.

Consequently, this module will be of particular interest to organisations in the not-for-profit sector.

In semester 6, those students taking Event Management are allocated to a team, and each team is given a brief to plan, and implement a particular event. They are responsible for all aspects of the event from budget to promotion to operations, and they gain a lot of experience dealing with third parties. In previous years they have organised charity events, for example for the National Children's Hospital, Tallaght.