Course Number: MKTG 4885/6881 Special Topics – Marketing in Ireland

Instructor: Mimi Rickard (MKTG 4885); Salil Talpade (MKTG 6881)

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Class Meetings: Jan. 20 (Guest Speaker) 10:30am – 12:00pm
Feb. 03 & Feb. 17 11:00am – 1:00pm
Mar. 03 11:00am -2:00pm

Prerequisites: The student is required to have successfully completed MKTG 3803 (Principles of Marketing) or MGNT 3600 (Principles of Management).

Course Description: This course will give students a chance to understand the economy of Ireland terms of history and culture, business environment, the underlying economic factors and their implications in developing a marketing strategy. The 9-day visit to Ireland will also provide them an opportunity to learn first-hand about the cultural and business environment in this country; to interact with consumers and business executives; and to learn about the operations of various businesses in this country.

Course Objectives: Upon successfully completing this course the student will be able to:

1. Develop an understanding of concepts related to globalization, legal and social issues in international business, consumer behavior, and global marketing strategy. (LG* 4,5)
2. Develop an understanding of the history and culture and an appreciation for the impact of various elements of the culture and the transitioning economies on consumption behavior and business decisions. (LG* 4,5)
3. Integrate the learning experience into a framework for comparative analysis and the development of business strategies to reach these markets. (LG* 4,5,6)
4. Be able to communicate this information effectively in oral presentations and in writing. (LG* 1)

(* RCOB Core Learning Goals)
Course Requirements:

**Attendance, participation, and professionalism** are an important part of facilitating the learning process for you and your classmates. Attendance and participation in the program on-campus as well as in Ireland are absolutely mandatory.

**Conduct during class activities and on the trip** is important. You will be treated as professionals, and will be expected to act accordingly. Be polite to other members of the class. Respect our hosts and be appreciative. Don’t put yourself in a situation that will cause problems for yourself or the instructor.

**Class Assignments:** There are two assignments for this class. Both are designed to enhance your learning experiences and to help you to get the most from your trip. The first is a **group presentation** (groups of 2-4) on a topic related to Ireland, and the second is a **term paper** on a specific firm in this country. **Both assignments can be completed in the same groups.**

**Group Presentations:** Each group will select a topic of interest related to the country and make a 10-15 minute class presentation (Feb. 3rd and Feb 17th).

Suggested topics include:
- Economy and Economic policies.
- Economic (problems/issues etc.)
- Business Culture – customs and practices.
- Major consumer segments.
- Relationship with the US or EU.
- Or any relevant cultural/economic topic approved by the instructor.

**Term Paper:** There will also be a term paper due at the end of the semester on a specific firm in Ireland, which will cover - introduction, situational analysis, marketing strategy and tactics, and conclusion. An outline is attached. (Due April 21st)

**Grading Policy:**

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<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Attendance and conduct</td>
<td>25%</td>
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<tr>
<td>Presentations</td>
<td>35%</td>
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<tr>
<td>Term paper</td>
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Outline for Term Paper

**Introduction:** Give a detailed description of the company and their products, and describe how they fit into the market.

**Situation Analysis:** Present an analysis of the industry/market for their product in terms of demand and demand trends, market segmentation, the cultural and social environments, economic and business conditions, the competition, any applicable laws and regulations, and the state of technology for this product category.

**Marketing Strategy and Tactics:** Describe the firm’s strategy and tactics. Their target market(s), positioning, competitive strategy, and marketing mix. Include a SWOT analysis (strengths, weaknesses, opportunities, and threats).

**Summary and Conclusion:** Summarize the above analysis and give your opinions about the future of this firm.