



STAGE 1 PROJECT

MAY 2001

Marketing in the Telecommunications Sector

In 1984, Telecom Eireann (now Eircom) was established to provide telecommunications services. The company had a monopoly but in 1992 a process of deregulation began resulting in complete liberalisation of the market on 1st December 1998. Presently (September 2000) forty firms are operating in the sector with a further 30 licences issued. Eircom still holds up to 90 per cent of the telecommunications business in the country.

New entrants to the market have promised advances in technology, increased options, improved service and lower prices. Early entrants into the marketplace have tended to cherry-pick the largest customers while choice for others has remained limited up to now.

The purpose of this project is to examine the marketing strategies of telecommunication providers in Ireland in the context of a dramatically more competitive environment.

The Project

- Select a company offering telecommunications services located in Ireland with which you are familiar. Be sure to specify any assumptions that you made regarding your selection.
- Provide a brief summary of the background to the company, including the type of activities that it is involved in. **30%**
- Provide a detailed overview of the types of marketing activities conducted by your chosen company and how it conducts its marketing activities. Try where possible to use frameworks from your marketing courses to help you organise your analysis. **40%**
- Consider the findings of your analysis. What is your assessment of the quality of the marketing activity evident in the organisation that you have chosen? Assess the extent to which the marketing practice that you describe either matches with or deviates from the approaches to marketing described in your textbooks. **30%**

NOVEMBER 2000

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study using secondary data. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 3,000 words. On the other hand you should not exceed 5,000 words.
5. You must acknowledge all your sources. You should do this by including the name of each author in brackets at the relevant point in the text and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 1**. You will not have passed **Stage 1** until you have passed the project.
7. The project is due by **MARCH 1, 2001**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying as applies in the Examination Hall - all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. Please sign the attached statement and incorporate it into your project after the bibliography.