



STAGE 1 PROJECT

AUGUST 2002

Marketing in Economic Slowdown

Introduction

The ESRI has suggested that up to 100,000 jobs may be lost in Ireland over the next 3 years. These job losses are expected to be widespread, impacting on all sectors from services to manufacturing, from high tech to transport to tourism. Irish economic growth is also likely to fall to 1.8% in the medium term, relative to a high of 9.9% in 2000.

With such a worsening outlook, organisations are already evolving marketing strategies and activities, which respond to changing macro-environmental conditions. Your project is to investigate and assess such marketing-driven responses.

The Project

- Select a company with which you are familiar. Outline any assumptions you have made regarding your selection.
- Provide a summary of the background to the company and the core business it is engaged in. The objective of this summary is to give the examiner a clear understanding of the chosen company. **30%**
- Paying particular attention to the marketing activities of the company you have chosen, describe in detail the key present or planned responses to the changing conditions. Pay particular attention to whether the company's marketing strategies give it a competitive advantage either in Ireland or overseas. **40%**
- What recommendations could you make to other companies within the same core business, based on your research? **30%**

JUNE 2002

STATEMENT
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I hereby certify that:

- I have the read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

SIGNATURE _____ **DATE** _____

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. 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; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) 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. Web references should be as detailed as possible, not just the home page. 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 **SEPTEMBER 2, 2002**. 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 and to plagiarism: 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 statement overleaf and incorporate it into your project after the bibliography.**