



## STAGE 2 PROJECT

MAY 2001

### Marketing in the Information Age

In the last decade, the forces of technology, competition, liberalisation and globalisation have led to a revolutionary transformation in the telecommunication and information technology, entertainment and media industries. New opportunities for business have opened up and new products and services are developing. The challenge for marketers is to provide appealing products of high quality, in a convenient manner at a price the market finds acceptable.

Technology has produced new products and created new markets, with each new product generation offering additional value to the marketplace. For example WAP mobile phones now offer limited Internet access.

Not only have mergers, acquisitions and alliances meant that the competitive landscape has proved very volatile but entirely new forms of competition are developing for existing players within the marketplace. The digital age has meant that many industries once accepted as separate and discrete are now converging leading to established businesses entering entirely new marketplaces. Eircom for example is attempting to provide the Irish marketplace with not only telephone services and high speed Internet access but also multichannel television in one integrated bundle. Telecommunications companies, information providers, media companies, cable operators, mobile phone operators, television companies, terrestrial and satellite broadcasters, Internet service providers are now faced with new challenges in a very dynamic marketplace.

#### The Project

- Select one of these markets and using secondary research provide an analysis of the current competitive trends in the Irish context. This should include a profile of the market's major players along with their competitive marketing activities. **35 marks**
- Using appropriate primary research, investigate one aspect of your chosen market in more depth e.g. product development, buyer behaviour, market positioning. Details of how your research project was designed and implemented are required. **45 marks**
- On the basis of this analysis, identify potential marketing strategies which may ensure success in the market you have selected. **20 marks**

NOVEMBER 2000

## 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 5,000 words. On the other hand you should not exceed 7,000 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 2**. You will not have passed **Stage 2** until you have passed the project.
7. The project is due by **FEBRUARY 20, 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.