

COURSE OUTLINE

Year: 2006/2007

LEVEL: III

NAME OF THE SUBJECT: International Marketing

NO. CREDITS: 4

NAME OF THE TEACHER: Stephen Campbell

SHORT CV OF THE TEACHER: Teaching at ESEI for 4 years Stephen's main areas of interest include sports marketing, Brand Development and the trends impacting marketing in the 21st Century.

SEMESTER 1

COURSE DESCRIPTION: In the first semester of the course students will work in groups on a project related to the design and marketing of a niche car. Special emphasis will be placed on the launching and marketing of the car. The project will culminate in the presentation of the project in front of a panel of professors who will judge on the most innovative idea and the car which is most likely to succeed.

COURSE OBJECTIVE: This course is specifically designed to give students the experience of working in groups on a project similar to which they may find in the workplace. It is also an opportunity to apply marketing theory into practice

COURSE STRUCTURE: The course will consist of a series of lectures then group meetings where students will receive guidance on their projects

SYLLABUS

| SEMESTER 1 | | | |
|------------------|---|-------|---|
| | | | CLASS SUBJECT |
| 12 Sept -15 Sept | Enrolment / Orientation / Registration Week | Wk 1 | |
| 18 Sept -22 Sept | Teaching Week 1 | Wk 2 | Introduction to the Course and Project |
| 25 Oct -29 Oct | Teaching Week 2 | Wk 3 | Project Management |
| 02 Oct -06 Oct | Teaching Week 3 | Wk 4 | Project Management |
| 09 Oct -11 Oct | Teaching Week 4 12 Oct, 13 Oct Bank Holiday | Wk 5 | Introduction to the Car Industry |
| 16 Oct -20 Oct | Teaching Week 5 | Wk 6 | Group Meetings: Approval of Car Ideas |
| 23 Oct -27 Oct | Teaching Week 6 | Wk 7 | Group Meetings: Brand Analysis |
| 30 Oct -03 Nov | Teaching Week 7 01 Nov Bank Holiday | Wk 8 | Group Meetings: Brand Analysis |
| 06 Nov -10 Nov | Teaching Week 8 | Wk 9 | Group Meetings: Market & Competitor Analysis |
| 13 Nov -17 Nov | Teaching Week 9 | Wk 10 | Group Meetings: Market & Competitor Analysis |
| 20 Nov -24 Nov | Teaching Week 10 | Wk 11 | Group Meetings: Launching & Marketing the Car |
| 27 Nov -01 Dec | Teaching Week 11 | Wk 12 | Group Meetings: Launching & Marketing the Car |
| 04 Dec -08 Dec | Teaching Week 12 06 Dec – 08 Dec Bank Holiday | Wk 13 | Group Meetings: Final Feedback |
| 11 Dec –15 Dec | EXAMS | Wk 14 | Group Meetings: Final Feedback |
| | TOTAL HOURS | | |