



Credit Hours: 3

Catalog Course Description:

A general survey of the functions, processes, institutions and systems involved in the identification of consumer wants and their satisfaction through the exchange process. The course covers both commercial and societal exchange processes.

How Program Site Will Be Incorporated into the Course:

Students will visit at least three commercial entities and federal sites of national interest while in Dublin, Ireland. In Dublin they will interview employees involved in Tourism Marketing in Hotels/hostels and tour companies. In Galway they will visit with members of the Tourism Board focusing on the marketing of festivals and events in Galway. Those interviews and visits will form the basis for a reflection paper on the practices use in Marketing Ireland as a tourism destination. In Thurles they will visit with the owner of a Real Estate and Auction company to contrast and compare the marketing techniques in that business with those in the US. This visit will form the second assignment – a comparison and contrast of the Real Estate Marketing practices of the US and Ireland.

Prerequisites: There are no prerequisites for this survey course.

Textbook(s) and Other Course Materials:

Foundations of Marketing, Pride and Ferrell, Fourth Edition, ISBN 13:978-1-4390-3944-1

I. Week/Unit/Topic Basis:

Week 1	Strategic Marketing Target Markets Marketing Research Product Decision and Classification Consumer Behavior Marketing Ireland as a Destination – Dublin visits
Week 2	Product and Pricing Decisions Galway Marketing as a Festival and Event Destination Marketing Communications
Week 3	Distribution and Promotion – Ireland Real Estate Marketing Practices Advertising and Public Relations Personal Selling

II. Course Objectives: At the completion of the course the student should be able to

- A. Identify and discuss marketing concepts and terminology
- B. Outline the basic components of Marketing Plan
- C. Explain the components and use of a Consumer Behavior Model
- D. Identify and discuss the marketing techniques used in Irish Tourism
- E. Explain the pricing decision process
- F. Identify New Media techniques used in Tourism Marketing for Ireland
- G. Conduct successful information gathering interviews
- H. Discuss the Promotion Mix
- I. Prepare short presentation papers on identified Ireland Marketing that include Tourism and Real Estate

III. Instructional Processes:

Students will:

1. Take part in information gathering interview processes
2. Prepare written reports
3. Discuss concepts and theories
4. Demonstrate cognitive abilities through objective and subjective testing

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Demonstrate interview information gathering abilities (G)
2. Identify techniques used in Marketing Ireland as a destination (D, F, I)
3. Successfully complete subjective and objective exams (A, B, C, E, H)
4. Prepare presentation papers reflecting on Irish Tourism and Real Estate Marketing (G, I)

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

- A. Testing Procedures

Students will take three subjective-objective tests

- B. Research Paper: Two papers will be completed , (1) Marketing Ireland as a Destination (2) Real Estate
- C. Other Evaluation Methods

D. Grading Scale: (This course is based on 400 points)

92 - 100	= A
89 - 91	= B+
82 - 88	= B
79 - 81	= C+
72 - 78	= C
65 - 71	= D
Below 65	= F

VI. Policies:

A. Attendance Policy:

Attendance is of utmost importance in study abroad courses. There are no unexcused absences permitted. Multiple unexcused absences are grounds for removal from the program. Being in class on time is also very important. Frequent tardiness will be considered an absence and appropriate action will be taken. Absences due to illness must be reported immediately to the program director.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices: Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments. In addition to other possible disciplinary sanctions that may be imposed as a result of academic misconduct, the instructor has the authority to assign either (1) an F or zero for the assignment or (2) an F for the course.

VII. Instructional Hours:

This course will consist of a minimum of 37.5 full hours of formal instruction.