RU IMC in Ireland – Spring 2010



For the period of January 8 through January 15, 2010 a group of 14 Roosevelt IMC students participated in a faculty led international excursion to Ireland. The trip to Ireland was planned as an integral part of a course offered for the Spring 10 semester, IMC491 International IMC Study Experience. What follows here is a report on the trip as it relates to the course concluding on campus in the spring term.

The Students

A terrific group of 14 students registered for the class and made the trip to Ireland; twelve are graduate students in the MS-IMC program, two are undergraduate seniors in the BA-IMC program.



The Faculty

Associate Professor Mary Ellen Schiller served as lead faculty for the course. Professor Schiller has traveled frequently in Ireland. She developed the course and coordinated arrangements with the host universities in Cork and Dublin. She also planned most tour activities.

Associate Professor Marian Azzaro served as secondary faculty on the trip and will assume lead on the conclusion of the course on-campus through the spring.

The Course

The purpose of the course is to expose our students to the realities of marketing and marketing communications in a global economy. Students in the course participate in lectures/ discussions conducted both by RU and host-institution faculty on cultural-, industry-, and market-related topics, as well as make site visits to a specific business/organization, the agencies providing its marketing communications services, and other relevant locations to examine the character and scope of IMC practice in the featured country. To demonstrate their learning upon completion of the course, students will produce a qualitative, descriptive case study on the experience.

The Trip

The trip was a terrific experience for all involved. The academic purpose of the trip was to provide students with the opportunity to gather data about the businesses and brands of Ireland. Students will use data gathered on the trip to prepare the case study required upon completion of the course.

Throughout the trip we held several classroom sessions on-campus at University College Cork (UCC) and University College Dublin (UCD) where we met with faculty and staff of each institution. We also toured several cultural sites and met with key business people along the way. Following is an illustrated chronology of the trip.

We opened the trip on the night of January 8 with a lecture/discussion at UCC led by Professor Schiller (pictured right).





January 9 we traveled to Blarney where we met with a manager of Blarney Woolen Mills (pictured left), one of the most prominent tourist destinations in Ireland and later visited the nearby Blarney Castle.

We traveled January 10 to Midleton and toured the Midleton Distillery, where Jameson's Irish whiskey is produced (pictured right).





On the morning of January 11, we met again at UCC where we had a discussion with guest lecturers Ms. Mary Steele and Ms. Marita Foster from the UCC office for International Students and Programmes.

After our lecture on campus in the morning, we were supposed to travel to the southern coastal village of Kinsale where tourists go to shop and sample the many gourmet restaurants. Unfortunately, the weather intervened and instead we traveled by train and spent the afternoon in Cobh (pictured left). Cobh Harbour was the last European port of call before the fateful journeys of the Lusitania and the Titanic. Cobh was also a primary point of emigration and the last view of Ireland for those fleeing the country during its great potato famine in the 1850's.



On Tuesday January 12 we traveled by train from Cork north to Dublin.



January 13 was a big day packed with activities. We spent the morning at University College Dublin where we had a special session with Professor John Staunton, Director of the Master in Management Programme in the Smurfit Graduate Business School.

Then, in the early afternoon, we shared tea at the Mansion House with the Lord Mayor of Dublin Emer Costello (seated, center right) and city manager John Tierney. This very special visit was arranged for us by Monica Schulter, one of the students along on the trip.





We ended the day meeting with Mr. Fionnan Nestor (pictured left) and Ms. Ethna Murphy at the Dublin Failte Ireland offices where we learned about the structure of Ireland's programs to promote tourism domestically and abroad.



Our plan for January 14 had been to take a bus tour through the Wicklow Mountains to the monastic village of Glendalough. Once again the weather intervened with snow making the narrow roads of the Wicklow Mountains impassable. We traveled instead by bus up and down the

coast of the Irish Sea (left) where we saw the villages of Dalkey and Killiney to the south, and



Portmarnock (below left) and Malahide (right) to the north. We had lunch at Abbey Tavern in Portmarnock (below).





Friday January 15 was our last full day. We started the day with a morning with a tour of the Guinness Storehouse (right). Then we traveled by Dublin city bus to the campus of UCD where we enjoyed a lecture/discussion (below) with Professor Damien McLoughlin Director of the UCD Marketing Development Programme in the Smurfit Graduate Business School.





We celebrated our final day in Dublin with a farewell dinner (right) organized by our UCD hosts Ms. Joanne Reilly and Ms. Enda Carroll.

