

MSC MARKETING STUDENTS ROMP HOME WITH MARKETING STRATEGY FOR MALLOW RACECOURSE



BACKGROUND

Cork Racecourse Mallow is located on the banks of the River Blackwater and hosts over 20 racing fixtures each year. As well as being the home of horseracing in Cork, the stadium is also an expansive events venue and, in the past, has hosted a range of high-profile events including the Mallow Home and Garden Show, Adventure Helicopter Rides, and Mallow College graduation ceremonies.

THE NEED

Lynda Fraher, Sales and Marketing Manager for the racecourse recognised that the venue was largely underutilised on non-racing days. She wanted to maximise the stadiums' facilities, making it an operational venue all year-round. Lynda engaged the expertise of MSc in Marketing Practice students to formulate a marketing strategy to explore possible opportunities for the racecourse.



THE SOLUTION

The MSc in Marketing Practice class was divided into three groups with each group working on a distinct marketing strategy for the client. Students began by conducting in-depth market research, which included distributing surveys in local publications and carrying out a competitive analysis (SWOT, PESTLE, and Porter's 5 Forces) with direct and indirect competitors. These findings were compiled into report form and sent to the client ahead of the final presentations over Zoom, to inform the recommendations that would be made by students. A range of options for functions were presented to the client mainly centering around large festival-style events. However, to ensure maximum use of the venue all year round, students suggested hosting smaller functions, such as corporate meetings and community events. Hosting a variety of events including more private occasions like company functions, graduations and weddings would ensure the racecourse is maximising its capacity while generating an income out of racing season.

BENEFITS OF THE ENGAGEMENT

The research-driven recommendations offered by students gave the client a variety of worthwhile options for future event planning. Their research gathering, and the provision of not just one but multiple suggestions demonstrate the consideration and effort that went into the project. The students provided high-caliber recommendations to the client, that not only fulfilled their learning outcomes, but were viable from a strategic standpoint.

It proved an invaluable opportunity for students to formulate a research report and see it through to the presentation and recommendation stage, while also providing a unique insight into the real-world challenges faced by businesses.

"WE FOUND THE PROJECT TO BE BOTH ENGAGING AND RESULTS DRIVEN. THE FINDINGS FROM THE REPORTS AND PRESENTATIONS WILL MOST CERTAINLY BE IMPLEMENTED IN THE DAY TO DAY RUNNING OF THE RACECOURSE. WE LOVED WORKING WITH THE STUDENTS AND THEIR COURSE COORDINATOR AND LOOK FORWARD TO BUILDING THE RELATIONSHIP FURTHER IN YEARS TO COME."

- LYNDA FRAHER, CORK RACECOURSE MALLOW

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!