

# CIT STUDENT STEERS MARKETING DRIVE FOR HOMETOWN OF SAM MAGUIRE

**DUNMANWAY  
CHAMBER OF  
COMMERCE**

## BACKGROUND

Nestled in the centre of West Cork, Dunmanway is a small town with a big history. The town was the birthplace of Sam Maguire, the Irish republican and Gaelic footballer, and most widely known as the eponym of the GAA Football Championship trophy. Having successfully completed the installation of the Sam Maguire Community Bells in St Mary's Church, where Sam is buried, Reverend Cliff Jeffers and Dunmanway Chamber of Commerce set about promoting the town and its many attractions.

## THE NEED

Recognising the opportunity to entice visitors from the Wild Atlantic Way, Dunmanway Chamber of Commerce contacted CIT to engage a marketing student to help steer their marketing drive. Cork County Council, as a stakeholder in the project, provided financial support to facilitate the placement.

## THE SOLUTION

John Power, a third-year Bachelor of Business (Honours) in Marketing student was selected to work on the project. His academic knowledge and interest in digital and social media made him a perfect fit for the Dunmanway project.



Pictured at the Dunmanway launch L-R: John Power, Marketing Intern; Michelle Collins, CIT Placement Officer; Cllr. Declan Hurley, Mayor of Co Cork; Marie Healy, Failte Ireland and Rev Cliff Jeffers, St Mary's Church of Ireland. Photo: George Maguire Photography

## BENEFITS OF THE ENGAGEMENT

During his placement, John created an audio tour of the town, developed the website [www.visitdunmanway.ie](http://www.visitdunmanway.ie) and worked with a graphic designer to create a town brochure, highlighting the attractions in the area. He was also instrumental in the creation of a Visitor Information Point in the local library.

John researched the possibility of creating a Sam Maguire visitor centre in the future. His research took him to various visitor centres around the country, analysing footfall and staff costs. He even designed a floor layout for the proposed visitor centre, which was costed by a design agency. John's placement culminated with an official launch of his tourism project in the recreational area of Dunmanway Swimming Pool on June 20, attended by local people, politicians and John's CIT placement co-ordinator, Michelle Collins.

**"JOHN'S PLACEMENT WAS NOT VERY ORTHODOX AND REQUIRED A HIGH LEVEL OF SELF-MOTIVATION AND INITIATIVE ON HIS PART. JOHN WORKED HARD AND FULFILLED OUR EXPECTATIONS. HE COMPLETED THE PROJECTS THAT HE WAS GIVEN TO A VERY GOOD STANDARD."**

**- Reverend Cliff Jeffers, St Mary's Church of Ireland.**

**"JOHN'S YOUTH, EXPERTISE IN TECHNOLOGY, FRESH PERSPECTIVE AND DYNAMIC APPROACH, MADE A HUGE DIFFERENCE TO THE PROJECT. HAVING AN OUTSIDER COME TO TOWN AND LOOK AT IT WITH A PAIR OF FRESH EYES MEANS WE CAN NOW PROMOTE DUNMANWAY AND COMPETE WITH OTHER WEST CORK TOWNS FOR TOURISTS AND DAY TRIPPERS."**

**- Helen O'Reilly, Dunmanway Chamber of Commerce.**

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