

Partner

Mayfield Arts Centre



Mayfield Arts Centre engage with CIT MSc in Marketing Practice students to increase awareness of the services they provide.



The Need

Mayfield Arts Centre is a unique dedicated arts space based in the heart of Mayfield, Cork City at Newbury House Family Centre. Mayfield Arts develops, manages and delivers arts programmes and training in consultation with the local community (see <http://www.mayfieldarts.ie>)

In 2016 they identified a need to raise the brand awareness of the Arts Centre and to promote the benefits of the centre to the local community.

They entered discussions on the possibility of a student live assignment with CIT lecturer Dr Rose Leahy. Jointly it was decided that the Master in Marketing Practice class of 2016/2017 would be a suitable cohort of students to work on the task set by Mayfield Arts Centre.

Marketing Challenge

In relation to Mayfield Arts Centre, the MSc in Marketing students were given the following marketing challenges:

- To devise a brand strategy.
- To increase traffic to the website & increase sales from the online shop.
- To promote the creative team building service that they provide.
- To promote & gain media coverage of projects.

The Challenges Faced

The challenges that the students faced in designing the marketing strategies were complex and varied. Core funding available to Mayfield Arts Centre is limited. They are a charity and the resulting funding opportunities are limited. The complexity of the brand image is another challenge. Competitors in the area that have greater access to resources are a constant challenge for Mayfield Arts. The physical location of the Arts Centre is a challenge by the students in devising marketing strategies. It was essential that the students were aware of these obstacles when devising their proposed recommendations.

Benefits of the Engagement

Students devised innovative marketing strategies that addressed each of the challenges presented to them. Those strategies were showcased to Mayfield Arts Centre both in written report format and in classroom presentations. After the engagement with the MSc in Marketing Practice students, Mayfield Arts Centre have decided to implement the recommendations on their Creative Team Building and suggestions around their promotional material.



'We found the experience very beneficial. We appreciated the student's enthusiasm and commitment to the project. We will certainly be taking some of the recommendations on board.' – Mayfield Arts Centre

'Mayfield Arts Centre were a pleasure to collaborate with. They set a project that proved particularly challenging for the students who were used to more clearly defined product problem. The result was a cohort of students who were highly motivated and engaged with the project, and who excelled in delivering solutions to Mayfield Arts Centre.' – Dr Rose Leahy, CIT Lecturer.



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