INTERNATIONAL MARKETING WEEK

MTU
Ollscoil Teicneolaíochta na Mumhan
Munster Technological University



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ABOUT CORK

Sitting proudly on an island in the middle of the River Lee, Cork's feelgood buzz surges through its coffee shops, vibrant art galleries, off-beat museums and energetic nightlife.

- South Coast of Ireland
- Population of >200,000
- Cork Airport & Dublin Airport
- The "Real Capital of Ireland"



Cobh, Cork, Ireland.



Cork City, Ireland.

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ABOUT MTU

MTU was established on 1 January 2021 through the merger of Cork Institute of Technology (CIT) and Institute of Technology Tralee (ITT).

- 18,000 students, 2,000 staff
- 6 main campuses
  - 4 in Cork City
  - 2 in Tralee
- 5 Faculties (Business, Science & Informatics, Engineering, Arts, Social Sciences & Health)
- From Apprenticeships to PhDs



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THE TEAM

ADMIN

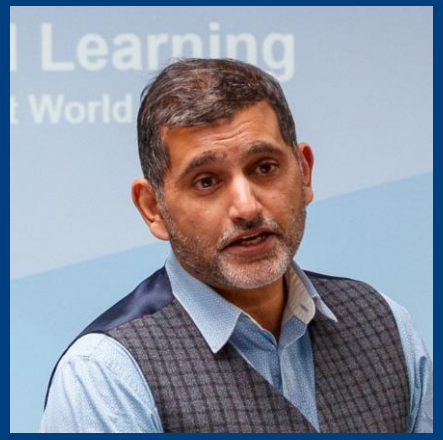


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Jan Beddegenoots
from UCLL
Teaching and learning


MTU Bishopstown Campus


Cork School of Music


Crawford College of Art


National Maritime College of Ireland

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ABOUT BCO

MTU Blackrock Castle Observatory is an active research observatory and Science Museum.

Set in a 16th Century Castle, it is a home to science, research, workshops, events and a fully functional observatory using a 16inch optical telescope.



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IMW 2027

Preliminary online events: March 5th and 12th

IMW in MTU, Cork March 15th – 19th

- Sunday night – informal welcome drinks
- Monday - Welcome, visit Blackrock Castle, street-food market lunch, team building event
- Tuesday – teamwork
- Wednesday – teamwork, ***St Patrick's Day***
- Thursday – teamwork, round 1 of presentations
- Friday morning – final presentations, awards ceremony





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St PATRICK'S DAY

We are looking forward to introducing our guests to this famous Irish festival.

Social activities will be co-ordinated by MTU students.





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IMW 2027

Practicalities

- Accommodation in a modern budget hotel in the centre of city – 2 people per room (no exceptions)
- Transport – a mix of private busses and public transport
- 5x Full Breakfast, 4x Lunch, 1x market lunch, 1x Dinner or Social Event, 5x coffee
- **Cost to Student: €375**



