



2019 MBA TIMETABLE: SUMMER SCHOOL

8 January – 18 January 2019

CAT NO	COURSE	LECTURER	DATE/DAY	VENUE	TIME	CLASS NO.	EXAM
WEEKNIGHT CLASSES – All Adelaide MBA Classes are held in the Nexus 10 Building – 10 Pulteney Street (Corner of Pulteney St & North Tce) on Level 7 (unless otherwise indicated)							
MANAGEMENT 7112	Marketing Strategy	John Fahy	Tuesday January 8 Thursday January 10 Saturday January 12 Monday January 14 Wednesday January 16 Friday January 18	Level 7, Nexus 10	9am – 3.30pm	92024	18 January 2019

MANAGEMENT 7112 Marketing Strategy is an elective course for the Adelaide MBA.

* The MBA Timetable may be subject to change. Minimum enrolment numbers must be reached or a class may be cancelled. **Census date is.** Please refer to the [Critical Dates](#) before amending your enrolment.

*** Please refer to your individual study plan when enrolling for confirmation of the courses required to complete your MBA or contact the Program Advisor for enrolment advice: professions@ask.adelaide.edu.au

Textbook

Strategy from the Outside In: Profiting from Customer Value (2010), George Day & Christine Moorman, New York: McGraw-Hill



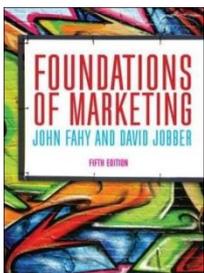
John Fahy, PhD

Professor, Writer, Speaker

Professor of Marketing, Department of Management & Marketing, Kemmy Business School, University of Limerick, Castletroy, Limerick, Ireland.

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With its 6th edition forthcoming in 2019, FOM is a leading European resource in marketing, combining text and digital content.

Profile

John's passion is *business insights* – developing, sharing, critiquing and improving them. He has been a full Professor since 1999 and specialises in strategic marketing with a particular focus on market-driven strategy. An eclectic thinker, his work draws perspectives from marketing strategy, behavioural economics, evolutionary psychology and neuroscience. Based at the University of Limerick in Ireland along with an Adjunct Professorship at the University of Adelaide in Australia, he has worked with universities and companies around the world including those in New Zealand, Japan, Russia, Singapore, Switzerland and the United Kingdom to name a few. He is a recipient of several international awards for both his research and teaching.

Recent Executive Education Work

John continues to deliver his sought-after *Marketing Strategy* course to executive audiences through both open and custom programmes in Ireland and beyond. Some of the world leading corporations that he has worked with include Abbvie, Alexion, Analog Devices, Fexco, Glanbia, Ornuo, Syngenta, Vodafone and Zurich Insurances among others.

John is part of a team working with Munster Wellness Enterprise, a joint venture between the University of Limerick and Munster Rugby which is delivering a *High Performance Leadership* programme for senior executives. Modules delivered in the programme include physical and mental wellness, nutrition and leadership.

Current Research Projects

Altruism & eWOM: This is a joint project with the University of Massachusetts, Boston, USA which examines the role of altruism in motivations for the generation of eWOM. The research explores the impact of levels of altruism on various e-word-of-mouth behaviours. The study is timely given the growing role of eWOM in consumer decision making and outputs from the research have featured in a book chapter and three conference papers.

Social Media Content & Engagement: This is a joint project with the University of Auckland which examines the impact of different kinds of social media content on social media engagement behaviour. The research is particularly timely as organisations continue to increase their investments in social media marketing while at the same time levels of consumer engagement with brand-related social media remains alarmingly low. Outputs from this research have included two journal articles, two book chapters, six conference papers and two further journal submissions.