



International
Institute Of
Inspiration
Economy



Resilience Economy



International Inspiration Economy Project

www.inspirationeconomy.org

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Master of Inspiration Economy- Course Syllabus

Course Name: IE 15 Marketing in Inspiration based economy

1. Program Intending Learning Outcomes (PILOs):

Upon the completion of the MIE program, students will have:

a) An in-depth knowledge of Inspiration Economy theories, practices, methodologies, processes and tools.
b) The mindset and the competency needed to successfully carry out inspiration labs development projects across organization and communities fields.
c) The capacity to use inspiration economy approaches in solving complex problems and developing corporate and public institutional strategies.
d) The mastering of the tools that would create an effective socio-economic outcome.
e) The ability to communicate effectively to promote the culture of inspiration economy, and to disseminate the practice in the public as well as the corporate spheres, by engaging with communities issues and challenges and bringing solutions for sustainable development.
f) To develop the capabilities of the students to effectively harness the practices of Inspiration Economy with evidence-based higher quality intended learning designs.
g) To carry out world-class research and development in line with Inspiration Economy strategic priorities which focus on applied research.

2. **Course credits:** 3 credit hours

3. **Pre-requisites:** IE 02 Methods of Observation & Opportunities Discovering

4. **Course web-page:**

5. **Course coordinator:** Dr. Mohamed Buheji & TBA (Program Advisory Board)

Email: buhejim@gmail.com , Email: ...

6. **Academic year:**

7. **Semester:**

	First	x	Second	Summer
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8. **Textbook(s):**

Book of Reference No 1

Buheji, M and Ahmed, D (2017) Breaking the Shield, - Introduction to Inspiration Engineering (English) Archway Publishing -USA, ISBN- 978-1480848061.

Book of Reference No 2

Buheji, M. (2018) *Re-Inventing Our Lives, A Handbook for Socio-Economic "Problem-Solving"*, AuthorHouse, UK. ISBN- 978-1-5462-9840-3.

Paper References

1. Buheji, M (2018) Book Review - The Rise to Market Leadership, *International Journal of Business Administration*, Vol (9)2, pp. 44-45.

9. Other resources used (e.g. e-Learning, field visits, periodicals, software, etc.):

- a) Additional required materials will be provided throughout this course in a soft copy.
- b) Field Visits will be arranged based on students availability in the Morning or Afternoon to certain entities that have managed to bring solutions for complex problems, or have a problem that needs to be investigated.
- c) Case Studies of both Inspiration Economy and similar concepts that lead to love models creation that influenced the socio-economy.

10. Course description (as per the updated MIE Program catalogue):

The course focus on the type of the marketing strategies needed, besides the approaches that can be applied to have marketing as part of inspiration-based economy, or to utilise inspiration engineering as part of the short term or long-term marketing strategies. The comprehensive practical introduction to marketing target to improve students' ability to make inspiring and effective marketing decisions, including optimising marketing opportunities and developing marketing strategies and implementation plans. The course would cover discussion on how competitiveness and positioning is seen in inspiration driven marketing.

11. Course Intended Learning Outcomes (CILOs):

1.

CILOs	Mapping to PILOs						
	a	b	c	d	e	f	g
1. Critically Understand why it is important to market the projects of inspiration economy	✓	✓				✓	
2. Evaluate when and how to put strategy for Inspiration Economy Marketing.				✓			
3. How to test the effectiveness of Inspiration Economy Marketing.			✓	✓	✓		✓
4. Effectively illustrate creation of Inspiration Economy Marketing in real-life situation.		✓		✓	✓		✓
5. Apply critical thinking in analyses and syntheses of the Inspiration Economy Marketing models and how to improve their outcome.			✓		✓	✓	✓

14. Course assessment:

Assessment Type	Number	Weight
Taking Discussion Notes, Participation in Visits and Active Contribution	1	10%
Assignments	2	10%
Students Case Studies	2	10%
Course Project & Presentation	1	45 % (*)
Final (Open Book Exam)	1	25%
Total	7	100%

(*) Please read the notes below at the end of the syllabus

15. Course Weekly Breakdown:

Month	Date	Topics covered	CILOs	Teaching Method	Assessment
1	Sep	Introduction to Marketing Strategies and their influence on achievement, development and sustainability	1,2	Lecture/ Discussion	Active Participation
2	Oct	Reviewing how Inspiration Economy Marketing can enhance projects sustainability, funding, and generalisation	1,2,3	Lecture/ Case Studies, Students Presentations & Discussion	Assignment #1
3	Nov	Experimenting with in the field of how to create successful Marketing approaches focus on the targeted communities	2,3,4	Lecture/ Discussion/ Projects/ Case Study	Case #1 Inception of Course Project
4	Dec	Researching how can Inspiration Economy Marketing can maintain and develop current 'live models'	3,4,5,6	Research Analysis Application	Research & Active Participation
5	Jan	Presentations and discussions on Marketing models suitable for communities and socio-economic challenges	2	Lecture/ Students Presentations, Discussion	Project Continuation
Jan		Open Book Exam			

16. Course-related policies:

- This course is an intensive one-semester course where the student would have to execute a project, therefore, ready to present and discuss in class.

- The Class Instructors is more of a facilitator for an exciting journey. Therefore, everyone is invited to contribute the extracurricular material and multimedia that would add to the quality of and outcome of this journey.
- There would be visits that would be planned 2-3 times during the course. Usually these visits timing depend on the nature of the organisations visited.
- Inspiration Economy Experts would also be invited where possible to some of the classes to participate and share experiences.
- The course project is meant to be the main contribution of the students to the course outcome. Therefore, you are highly encouraged to make a live project where it might change your life and inspires others in the class.
- Students should try their best not to miss class or visits as it would affect their contribution to the course. The instructor would use the 10% of participation to ensure that this encourages the student to abide by this requirement.
- Missing any assignment or exam required to close should be for a serious excuse.
- Final Exam would be an open book.