

# Ireland: Marketing management consultancy services MA3347F -RFT to Establish a Framework Agreement for the supply of a B2B Digital Marketing Services in the University of Limerick

Contract or concession notice – standard regime

## 1 Buyer

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### 1.1 Buyer

*Official name:* Education Procurement Service (EPS)

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* Education

## 2 Procedure

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### 2.1 Procedure

*Title:* MA3347F -RFT to Establish a Framework Agreement for the supply of a B2B Digital Marketing Services in the University of Limerick

*Description:* MBA Programmes – Creation and Development of Communications and Communications Strategy The UL MBA is a post-experience generalist degree in business administration and is seen as a career accelerator or a means to changing career. The current programme is a two-year part-time model, which requires attendance on campus for 3 days eight times during the year, plus a four-day winter school and a five-day international workshop in year 1. Using innovative teaching and learning mechanisms a UL MBA stimulates intellectual and interpersonal development equipping students with a broad range of decision-making skills and an enhanced ability to respond to changes emanating from the international business environment. The programme develops participant's ability to think and act strategically, developing their creativity and leadership skills and abilities. This project will include activities such as - Design and development of a communication strategy and communications (on and offline), for the target market. Including the development, implementation and maintenance of a UL MBA micro-site - Implement an SEO strategy to enhance search engine visibility in target market areas - PPC campaign across key areas – timing in line with typical peak cycle of recruitment and enrolment of students on post experience education programmes in UL - Direct email campaign to UL MBA database - Design of course brochures – consistent with the UL/KBS/MBA brand - Display network campaign across key websites

*Procedure identifier:* 07a65e34-d4e5-47e1-b07a-7d703958ec1e

*Type of procedure:* Open

*The procedure is accelerated:* no

*Justification for the accelerated procedure:*

*Main features of the procedure:*

#### 2.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 79342100 Direct marketing services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79340000 Advertising and marketing services

#### 2.1.2 Place of performance

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

### 2.1.3 Value

Maximum value of the framework agreement: 320 000 Euro

### 2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

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### 5.1 Lot technical ID: LOT-0001

*Title:* MA3347F -RFT to Establish a Framework Agreement for the supply of a B2B Digital Marketing Services in the University of Limerick

*Description:* MBA Programmes – Creation and Development of Communications and Communications Strategy The UL MBA is a post-experience generalist degree in business administration and is seen as a career accelerator or a means to changing career. The current programme is a two-year part-time model, which requires attendance on campus for 3 days eight times during the year, plus a four-day winter school and a five-day international workshop in year 1. Using innovative teaching and learning mechanisms a UL MBA stimulates intellectual and interpersonal development equipping students with a broad range of decision-making skills and an enhanced ability to respond to changes emanating from the international business environment. The programme develops participant's ability to think and act strategically, developing their creativity and leadership skills and abilities. This project will include activities such as - Design and development of a communication strategy and communications (on and offline), for the target market. Including the development, implementation and maintenance of a UL MBA micro-site - Implement an SEO strategy to enhance search engine visibility in target market areas - PPC campaign across key areas – timing in line with typical peak cycle of recruitment and enrolment of students on post experience education programmes in UL - Direct email campaign to UL MBA database - Design of course brochures – consistent with the UL/KBS/MBA brand - Display network campaign across key websites

*Internal identifier:* 0

#### 5.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 79342100 Direct marketing services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79340000 Advertising and marketing services

#### 5.1.2 Place of performance

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Additional information:*

#### 5.1.3 Estimated duration

*Other duration:* Unknown

#### 5.1.5 Value

*Estimated value excluding VAT:* 320 000 Euro

#### 5.1.6 General information

*Reserved participation:* Participation is not reserved.

Procurement Project not financed with EU Funds.

*The procurement is covered by the Government Procurement Agreement (GPA):* yes

### 5.1.7 Strategic procurement

*Aim of strategic procurement:* No strategic procurement

### 5.1.11 Procurement documents

*Languages in which the procurement documents are officially available:* English

*Languages in which the procurement documents (or their parts) are unofficially available:* English

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=5816471>

### 5.1.12 Terms of procurement

*Terms of submission:*

*Electronic submission:* Required

*Address for submission:* <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=5816471>

*Languages in which tenders or requests to participate may be submitted:* English

*Electronic catalogue:* Not allowed

*Tenderers may submit more than one tender:* Allowed

*Deadline for receipt of tenders:* 07/07/2025 00:00 +01:00

*Deadline until which the tender must remain valid:* 12 Month

*Information about public opening:*

*Opening date:* 07/07/2025 00:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=5816471>

*Terms of contract:*

*The execution of the contract must be performed within the framework of sheltered employment programmes:* Not yet known

*Electronic invoicing:* Not allowed

*Electronic ordering will be used:* no

*Electronic payment will be used:* no

### 5.1.15 Techniques

*Framework agreement:*

Framework agreement, without reopening of competition

*Maximum number of participants:* 5

*Information about the dynamic purchasing system:*

No dynamic purchase system

### 5.1.16 Further information, mediation and review

*Review organisation:* The High Court of Ireland -

*Information about review deadlines:* See CFT Documents

*Organisation providing offline access to the procurement documents:* Education Procurement Service (EPS) -

*Organisation receiving requests to participate:* Education Procurement Service (EPS) -

*Organisation processing tenders:* Education Procurement Service (EPS) -

## 8 Organisations

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### 8.1 ORG-0001

*Official name:* Education Procurement Service (EPS)

*Registration number:* IE 6609370 G

*Postal address:* Castletroy Limerick

*Town:* Limerick

*Postcode:* V94 DK53

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: [info@educationprocurementservice.ie](mailto:info@educationprocurementservice.ie)

Telephone: 061233715

Internet address: <https://www.educationprocurementservice.ie/>

Buyer profile: <https://www.educationprocurementservice.ie/>

Roles of this organisation:

*Buyer*

*Organisation providing offline access to the procurement documents*

*Organisation receiving requests to participate*

*Organisation processing tenders*

### **8.1 ORG-0002**

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: [HighCourtCentralOffice@courts.ie](mailto:HighCourtCentralOffice@courts.ie)

Telephone: +353 1 8886000

Roles of this organisation:

*Review organisation*

### **8.1 ORG-0003**

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: [eproc-esender@eurodyn.com](mailto:eproc-esender@eurodyn.com)

Telephone: +30 2108094500

Roles of this organisation:

*TED eSender*

Notice information

*Notice identifier/version: 057811be-e8e5-4add-a9d5-2e3ceeeb36d0 - 01*

*Form type: Competition*

*Notice type: Contract or concession notice – standard regime*

*Notice dispatch date: 03/06/2025 12:54 +01:00*

*Languages in which this notice is officially available: English*