

MKTG H2316: Marketing

Credits: 10 NFQ Level: 0 Module Delivered In 2 programme(s) Teaching & Larming 2 programme(s) Tracehing & Larming Learners will also be exposed to contemporary theory and practice of marketing through the exposure to and study of, academic materials (text & journal articles) and industry protectee materials (text & journal articles) and text = text = to industry protectee materials (text & journal articles) and protectee of marketing principles. Learning Users and apply marketing principles. Iso and apply marketing principles. L04 Formulate a custorer focused marketing solution	Module Title	:		Marketing
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Module Content & Assessment

Indicative Content

Marketing Concept (10%)

•The nature of marketing & the importance of customer focus •Role of marketing in a modern organisation • Changing face of marketing in a digital world • Ethical issues in marketing

Marketing Plan (10%)

· Components of the marketing plan

Understanding the Market (10%) • Market Analysis – microenvironment and macroenvironment analysis; Porter's 5 Competitive Forces model • SWOT analysis

Understanding the Customer (20%) • Buying Behaviour - consumer decision making process; influences on consumer behaviour including impact of digital environment • Target Marketing & Positioning - segmentation, targeting and positioning process; repositioning

Basic Market Research Techniques (10%) • Marketing Information System & Consumer Insights • Marketing research process

Marketing Mix (40%) • Product - Managing Products: new product development, Product Life Cycle; product portfolio planning; Branding strategy, Services Marketing • Price - Factors impacting on pricing; pricing strategies • Place - distribution channels; channel strategy; retailing including on-line retailing • Promotion - integrated marketing communications; advertising, product placement, sponsorship, PR, sales promotions, selling, direct marketing, CRM, ethical issues in promotion, digital marketing & social media

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous A	ssessment			
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Learners will be required to demonstrate achievement of the learning outcomes through continuous assessment work. This work may take the form of essay, case-study, exam, project, presentation, but not limited to these formats. Assessments take place in term 1 and term 2.	1,2,3,4	50.00	Sem 1 End

No Project

No Practical

End of Module	Formal Examination			
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Learners will be required to demonstrate their understanding of both marketing theory and practice in the form of a final exam assessment.	1	50.00	End-of- Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



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Module Workload Workload: Full Time Average Weekly Learner Workload Workload Type Frequency Every Week Lecture 3.00 Every Week 4.00 Independent Learning Time Total Hours 7.00 Workload: Part Time Frequency Average Weekly Learner Workload Workload Type Every Week 1.50 Lecture Every Week Independent Learning Time 5.50 Total Hours 7.00

Module Delivered In			
Programme Code	Programme	Semester	Delivery
CW_BBADM_D	Bachelor of Business in Business Administration	2	Mandatory
CW BRLMB B	Bachelor of Business(Honours) in Management	2	Mandatory