| Module Title: | Marketing Client Project |
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| Language of Instruction: | English |

| Credits: | 10 |
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| NFQ Level: | 8 |
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| Module Delivered In | No Programmes |
|---|---|

| Teaching & Learning Strategies: | The teaching and learning strategies for this module are reflective of the fact that it is a capstone module, where learners are required to demonstrate their knowledge and skills across a broad range of marketing topics. The delivery of the module will include research classes in support of the project, and the appointment of an individual academic supervisor. This allows for the independent, self-directed learning required at this final stage of the learner's degree. |
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| Module Aim: | This module acts as a capstone module and provides learners with the opportunity to apply their marketing knowledge, skills and competency to produce a marketing strategy for a client organisation under the guidance of an academic supervisor. |
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| Learning Outcomes |
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| *On successful completion of this module the learner should be able to:* |

| LO1 | Identify a client organisation, and liaise with the client and academic supervisor in a professional manner, maintaining a weekly project log. |
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| LO2 | Prepare a project brief in conjunction with the client organisation for sign-off by the client and academic supervisor. |
| LO3 | Conduct a situation analysis of the client's marketplace using appropriate data sources and market analysis tools. |
| LO4 | Conduct primary research required by the project using appropriate methods and analysis, and compliant with research ethics. |
| LO5 | Prepare and justify a marketing strategy for the client organisation based on sound research. |
| LO6 | Deliver professional written and oral reports at every stage of the project. |

| Pre-requisite learning |
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| *Module Recommendations*<br>*This is prior learning (or a practical skill) that is recommended before enrolment in this module.* |
| No recommendations listed |
| *Incompatible Modules*<br>*These are modules which have learning outcomes that are too similar to the learning outcomes of this module.* |
| No incompatible modules listed |
| *Co-requisite Modules* |
| No Co-requisite modules listed |
| *Requirements*<br>*This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.* |
| No requirements listed |

## Module Content & Assessment

| Indicative Content |
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| **Finding and securing a client organisation**<br>Identification of suitable client organisations; establishing the project brief with the client; professional practice. |
| **Market, Client & Customer Analysis**<br>Utilising secondary & primary research methods and market analysis tools to produce a client analysis, market analysis and customer analysis. |
| **Marketing Strategy**<br>Integration of marketing knowledge with client organisation's requirements to produce workable marketing strategy for the client. |
| **Reporting Client Project**<br>Structure of written report & oral report, professional presentation, organisation of client presentation. |

| Assessment Breakdown | % |
| --- | --- |
| Project | 100.00% |

| No Continuous Assessment |
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| Project | | | | | |
| --- | --- | --- | --- | --- | --- |
| Assessment Type | Assessment Description | | Outcome addressed | % of total | Assessment Date |
| Project | Learners are required to deliver a written marketing strategy project for a client organisation and an oral presentation of the strategy. Learners will be required to make a number of submissions to their supervisor across the year including: project brief; market, client and customer analysis; primary research methodology; primary research findings & analysis; final strategy project; oral report of strategy. Formative and summative feedback will be provided. | | 1,2,3,4,5,6 | 100.00 | Sem 2 End |

| No Practical |
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| No End of Module Formal Examination |
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**SETU Carlow Campus reserves the right to alter the nature and timings of assessment**

## Module Workload

### Workload: Full Time

| Workload Type | Frequency | Average Weekly Learner Workload |
|---|---|---|
| Contact Hours | Every Week | 1.50 |
| Lecturer-Supervised Learning (Contact) | Every Week | 0.25 |
| Independent Learning | Every Week | 7.00 |
| | Total Hours | 8.75 |

### Workload: Part Time

| Workload Type | Frequency | Average Weekly Learner Workload |
|---|---|---|
| Independent Learning | Every Week | 6.75 |
| Lecturer-Supervised Learning (Contact) | Every Week | 0.25 |
| | Total Hours | 7.00 |