

Module Title:	Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	Lectures - Communication of knowledge and ideas from the lecturer to the student. Problem-Solving Exercises - Students will work as part of a team and will work together to resolve various marketing scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - The module will be supported with online learning materials. Self-Direct Independent Learning - The emphasis on independent learning will develop strong and autonomous work and learning practices.
Module Aim:	The module aims to provide students with an awareness of key marketing principles and to develop their skills and knowledge of applying marketing frameworks and strategies in a business context.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Explain and apply key marketing principles
LO2	Assess the marketing environment of a business/organisation
LO3	Utilise market research techniques to gain marketing insights/provide strategic marketing solutions
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to Marketing

Introduction to marketing and evolution of marketing; relevancy of marketing to business including accountancy.

Marketing Environment

Examination of the micro and macro environment as well as identification and analysis of competitors.

Segmentation, Targeting and Positioning

The importance of customer identification and relevancy of segmentation, targeting and positioning to marketing.

Marketing Mix/4Ps

Introduction to the Marketing Mix (The 4 Ps): Product classification, product mix, new product development, life cycle, branding etc.; price and associated pricing factors/considerations; promotional aspects e.g. Integrated Marketing Communications, advertising, PR, personal selling, sales promotion, sponsorship, direct marketing, online/social media/mobile marketing; place e.g. marketing channels, channel design; logistics; supply/distribution etc.

Market research

Researching to gain insight into consumer buying behaviours; influences on the decision-making/purchasing process; consumer trends; market analysis; Marketing Information Systems etc.

Marketing Plan

Steps involved in creating a marketing plan; corporate planning; goal setting and the strategic marketing process.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Written report/s on key marketing concepts and marketing environment.	1,2	40.00	Week 8
Project	Marketing project/presentation applying marketing research and insights/solutions.	1,2,3	60.00	Sem 1 End

No Project

No Practical

No End of Module Formal Examination

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

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBACT_B	Bachelor of Arts (Honours) in Accounting	3	Mandatory