

# MKTG: Marketing Internship Project

	~ ~ ~	7. University	
Module Title:		Marketing Internship Project	
Language of Instruction:		English	
Credits:	15		
NFQ Level:	7		
Module Deli	ivered In	3 programme(s)	
Teaching & Learning Strategies:		A range of teaching and learning strategies will be used. These will vary according to the particular project that is being assigned to learners. It is expected that student-centred learning strategies such as enquiry-based learning and problem-based learning will be used extensively in all projects specifications.	
Module Aim:		This learner-centred module aims to allow students to develop marketing practice knowledge by engaging with marketing scenarios in an applied business project. Through this, it is envisaged that they will apply theory, synthesise knowledge and develop transferable skills. This module will facilitate students in acquiring practical marketing and business knowledge and applying knowledge acquired in other modules.	
Learning Ou	utcomes		
On successf	ful completion of t	his module the learner should be able to:	
LO1	Apply knowledge acquired in other modules of the programme.		
LO2	Assess marketing/business situations and problems.		

Demonstrate interpersonal, communication and presentation skills and demonstrate effective team work.

### Pre-requisite learning

LO3

LO4

LO5

**Module Recommendations**This is prior learning (or a practical skill) that is recommended before enrolment in this module.

Develop and defend solutions for marketing/business problems.

Demonstrate organizational skills for project management.

No recommendations listed

Incompatible Modules
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

This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.

Learners must have successfully completed the specified Orientation programme for the module.



## MKTG: Marketing Internship Project

### **Module Content & Assessment**

### **Indicative Content**

#### Indicative content

Introductory sessions and a series of workshops will be conducted on the topics relating to the specific project that is being undertaken, e.g. market research sessions, literature review sessions, etc.... A marketing/business project will form the basis for learning in the module. The project will consist of a number of components/tasks and these will be the fundamental learning blocks of the module. The tasks are carefully chosen to ensure the students meet the learning outcomes of the module. The tasks will be of variable lengths, ranging from one to several weeks, dependent on the task and the specific project. Tasks will cover a range of marketing and business disciplines, will demand specific knowledge and will enable the student to develop a relevant skill set. Each task will include the time for researching, planning, organising, decision-making, implementing, analysing and assessing. Tasks may be group or individually-based.

#### Pasaurcas

Various resources will be made available to learners. These will vary according to the project being undertaken.

Assessment Breakdown	%	
Project	100.00%	

No Continuous Assessment

Project					
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date	
Project	n/a	1,2,3,4,5	100.00	End-of-Semester	

No Practical

No End of Module Formal Examination

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



# MKTG: Marketing Internship Project

## Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Seminars	Every Week	1.12
Independent Learning	Every Week	15.00
	Total Hours	16.12

Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Seminars	Every Week	0.62
Independent Learning Time	Every Week	15.50
	Total Hours	16.12

## Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BPMKT_D	Bachelor of Business in Marketing	6	Group Elective 3
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	6	Group Elective 3
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	6	Group Elective 3