

Module Title:	Marketing and New Product Innovation
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	Learners will be exposed to theory and practice of management and marketing through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Learners will receive formative feedback.
Module Aim:	The aim of this module is to provide the learner with an understanding of the principles and practice of Marketing in the Brewing and Distilling industry. Learners should be able to identify and develop solutions to marketing problems which demonstrate an ability to apply the principles of marketing, that are customer focused, based on sound market analysis and supported by appropriate market research. The module aims to provide learners with an understanding of the growing need for organisations to find innovative responses to the challenges of modern global business and to create the culture and environment that will facilitate the development of creative thinking and innovation.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define the concept of Marketing it's role in the new product development and appraise the strategic importance of creativity and innovation in the brewing and distilling industry
LO2	Utilise market research techniques to support new product development and marketing mix strategies that are customer focused.
LO3	Apply segmentation, targeting and positioning strategy in the the brewing and distilling industry
LO4	Formulate and present a Marketing Strategy
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 – Creating Customer Value and Satisfaction

Marketing defined; Marketing concept and it's evolution; Role of marketing in the new product design process; Ethical Issues in marketing

Understanding Consumer Behavior

Characteristics of Consumer Markets; The consumer decision making process and influences; The impact of the digital environment on consumer behaviour Consumer Insights in the Brewing and Distilling Market

Target Marketing and Positioning

Segmentation; Targeting; Positioning and Repositioning

The Marketing Mix -Product

The New Product Development Process Importance of new product development and managing the process. Branding;Product Decisions; Product Attributes; Packaging, Product Line and mix decisions; New Product Development process; Product Life Cycle

The Marketing Mix - Price

Factors Affecting Prices; Approaches to pricing

The Marketing Mix - Place

Nature of Distribution Channels; Channel design decisions

The Marketing Mix Promotion

The Integrated Marketing Communications mix; Advertising; Sales Promotion; Public Relations; Sponsorship; Personal Selling; Direct Marketing; Digital/mobile Marketing

The Marketing Plan

Strategic Planning; The Marketing Plan

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Learners will create a customer focused marketing plan for a new product based on sound market research in the brewing and distilling industry. Learners will provide a written report and present their plan	1,2,3,4	100.00	n/a

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	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_SABRE_B	Bachelor of Science (Honours) in Brewing and Distilling	8	Mandatory