

<b>Module Title:</b>	Introduction to Marketing
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	<a href="#">7 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	The classes will deliver relevant theory supported by relevant examples. Students will review current happenings from Irish and international businesses as part of their course work. Further students will be asked apply their knowledge as well as utilise relevant models and tools of analysis to case studies.
<b>Module Aim:</b>	To develop a student's knowledge of marketing concepts and their applications.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define and explain the basic concepts of marketing.
LO2	Analyse the marketing environment and consumer.
LO3	Outline the various stages in the market research process.
LO4	Explain and analyse the segmentation, targeting and positioning strategies.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <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
<b>Marketing in the Modern Firm</b> • The Marketing Concept • Importance of the customer • Relationship marketing • Corporate social responsibility and marketing ethics
<b>The Marketing Environment</b> • The Microenvironment • The Macroenvironment • Environmental analysis
<b>Understanding Customer Behaviour</b> • Consumer behaviour • The buying decision process
<b>Marketing Research</b> • The Marketing Information System • Types of Marketing Research • The Marketing Research Process
<b>Market Segmentation and Positioning</b> • Segmenting Consumer Markets • Target Marketing • Positioning • Positioning strategies

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Explanation and illustration of a case study company's market orientation as well as an analysis of its consumers and its environment.	1,2	50.00	n/a
Project	Development of a basic research plan and associated research tool. Illustration of a case study company's approach to segmentation, targeting and positioning.	3,4	50.00	n/a

No Project
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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**

<b>Workload: Full Time</b>		
<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

  

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Independent Learning	15 Weeks per Stage	2.97
Lecture	12 Weeks per Stage	1.50
Total Hours		62.50

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	<a href="#">Bachelor of Art (Honours) in Visual Communications and Design</a>	3	Mandatory
CW_HWVCD_D	<a href="#">Bachelor of Arts in Visual Communications and Design</a>	3	Mandatory
CW_BWBUS_B	<a href="#">Bachelor of Business (Honours) Options: in Business or Digital Marketing</a>	3	Mandatory
CW_BWBUS_D	<a href="#">Bachelor of Business Options: Business or Digital Marketing</a>	3	Mandatory
CW_BWTEM_B	<a href="#">Bachelor of Science (Honours) in Tourism and Event Management</a>	3	Mandatory
CW_BWTEM_D	<a href="#">Bachelor of Science in Tourism and Event Management</a>	3	Mandatory
CW_BWBUS_C	<a href="#">Higher Certificate in Business</a>	3	Mandatory