

Module Title:	Contemporary Marketing Practice
Credits:	5
NFQ Level:	6
Module Delivered In	14 programme(s)
Teaching & Learning Strategies:	Learners will be exposed to contemporary marketing practice through the exposure to and study of, academic materials and industry practice materials. Class delivery will be tutorial in nature where learners will be expected to actively engage with module materials, practical tasks and to participate in class discussion and debate.
Module Aim:	The aim of this module is to provide the learner with an opportunity to practically apply the principles of marketing in a digital era. The learner should be able to identify and develop customer focused solutions to marketing problems.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Generate customer insights using primary research methods
LO2	Apply the principles of Market Segmentation, Targeting and Positioning
LO3	Recommend an appropriate marketing mix to form a cohesive & integrated strategy to address a given marketing problem
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>	
Management	

Module Content & Assessment

Indicative Content

1.Consumer Insights (2)

Marketing Information Systems & Consumer Insights (2) • Marketing Research Process – Qualitative & Quantitative Analysis

2.Market Segmentation, Targeting & Positioning

Application of Segmentation, Targeting and Positioning Processes

3. Marketing Mix: Product, Price & Place

Product Classification & Brand Management • New Product Development: Diffusion of an Innovation, Product Life Cycle, Boston Consultancy Group & Ansoff Matrix • Factors impacting on pricing decisions • Pricing strategies • Distribution channels • Supply chain Management • Shopper Marketing • Category Management

4.Marketing Mix: Promotion & Integrated Marketing Communications

Formulating an Integrated Marketing Communications Plan using Owned, Earned and Paid Media • Advertising & Personal Relations • Personal Selling & Sales Promotion • Direct, Online, Social Media & Mobile Marketing • Impact of Technology on the IMC strategy • Regulation & Ethics • Emerging Digital Marketing Trends

5. Marketing Planning & Strategy

Practical tools to formulate & present a robust Marketing Strategy

6. Marketing Specialisms & Careers in Marketing

Exploration of specialisms and careers in Marketing including, Services Marketing, B2B Marketing, Global Marketing & Non-Profit Marketing

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Through Primary Research including Observation, Focus Group, In-Depth Interviews & Survey, create a Consumer Insights Report for an assigned brand	1	40.00	Week 6
Project	Based on an assigned brand, create and present a Marketing Strategy	2,3	60.00	Week 12

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	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBACF_B	Bachelor of Business (Honours) in Accounting and Finance	4	Mandatory
CW_BBLAW_B	Bachelor of Business (Honours) in Business with Law	4	Elective
CW_BBHRM_B	Bachelor of Business (Honours) in Human Resource Management	4	Mandatory
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	4	Mandatory
CW_BBIBM_B	Bachelor of Business (Honours) in Management	4	Mandatory
CW_BBSCM_B	Bachelor of Business (Honours) in Supply Chain Management	4	Mandatory
CW_BBBUS_D	Bachelor of Business in Business	4	Mandatory
CW_BBHRM_D	Bachelor of Business in Human Resource Management	4	Mandatory
CW_BBIBD_D	Bachelor of Business in International Business incorporating Double Degree	4	Mandatory
CW_BPMKT_D	Bachelor of Business in Marketing	4	Mandatory
CW_BBSCM_D	Bachelor of Business in Supply Chain Management	4	Mandatory
CW_BBCAA_C	Higher Certificate in Accounting	4	Mandatory
CW_BBBUS_C	Higher Certificate in Business	4	Mandatory
CW_BBLAW_C	Higher Certificate in Business with Law	4	Elective