

Module Title:	Marketing
Credits:	10
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Learners will also be exposed to contemporary theory and practice of marketing through the exposure to and study of, academic materials (texts & journal articles) and industry practice materials (case studies, industry reports, expert blogs, etc.). Class delivery will be tutorial in nature where learners will be expected to actively engage with module materials and participate in class discussion and debate.
Module Aim:	The aim of this module is to provide the learner with an understanding of the principles and practice of marketing. 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	Discuss and apply marketing principles.
LO2	Assess the marketing environment of an organisation.
LO3	Utilise market research to underpin marketing solutions.
LO4	Formulate a customer focused marketing plan.
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

Marketing Concept (10%)

• The nature of marketing & the importance of customer focus • Role of marketing in a modern organisation • Changing face of marketing in a digital world • Ethical issues in marketing

Marketing Plan (10%)

• Components of the marketing plan

Understanding the Market (10%)

• Market Analysis – microenvironment and macroenvironment analysis; Porter's 5 Competitive Forces model • SWOT analysis

Understanding the Customer (20%)

• Buying Behaviour - consumer decision making process; influences on consumer behaviour including impact of digital environment • Target Marketing & Positioning - segmentation, targeting and positioning process; repositioning

Basic Market Research Techniques (10%)

• Marketing Information System & Consumer Insights • Marketing research process

Marketing Mix (40%)

• Product - Managing Products: new product development, Product Life Cycle; product portfolio planning; Branding strategy, Services Marketing • Price - Factors impacting on pricing; pricing strategies • Place - distribution channels; channel strategy; retailing including on-line retailing • Promotion - integrated marketing communications; advertising, product placement, sponsorship, PR, sales promotions, selling, direct marketing, CRM, ethical issues in promotion, digital marketing & social media

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Learners will be required to demonstrate achievement of the learning outcomes through continuous assessment work. This work may take the form of essay, case-study, exam, project, presentation, but not limited to these formats. Assessments take place in term 1 and term 2.	1,2,3,4	50.00	Sem 1 End

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Learners will be required to demonstrate their understanding of both marketing theory and practice in the form of a final exam assessment.	1	50.00	End-of-Semester

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	4.00
Total Hours		7.00

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	5.50
Total Hours		7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBADM_D	Bachelor of Business in Business Administration	2	Mandatory
CW_BRLMB_B	Bachelor of Business(Honours) in Management	2	Mandatory