

Module Title:	Marketing Management
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	The case study method will be used through out this module to apply the learner's marketing knowledge to different challenges that arise in the work of a marketing manager. Learners will also be required to present, justify and defend their recommendations in class debates on case study work. Brand management decisions will be taught through learners producing a brand audit of an under- performing brand and reviewing their learning experience. Industry speakers and past learners will also be used to highlight industry practice.
Module Aim:	The purpose of this capstone marketing course is to review, summarize, integrate and apply marketing management and marketing strategy. The course will provide learners with a systematic framework for understanding marketing management and strategy and a solid foundation in fundamental marketing decision-making tools and management of all of the elements of the marketing plan.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Research and critically analyze the competitive marketing environment of a company.
LO2	Apply the segmentation process model in order to optimize a company's resources
LO3	Design a marketing plan and write up fully justified marketing case study recommendations.
LO4	Compare and contrast the application of brand equity theories and their usefulness to a brand manager.
LO5	Evaluate key marketing concepts, theories and techniques for analysing a variety of marketing situations and formulating marketing strategies;
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
Marketing Management in the 21st Century. • The work of a marketing manager. • Factors affecting the marketing function. • Team/Process approach • Marketing in a digital age
The Competitive Business Environment. • Competitor analysis/Routes to competitive advantage • Analysing the industry • Strategies for Market Leaders/Challengers
The Segmentation Process. • Primary and secondary segmentation. • Applying segmentation variables • Targeting decisions.
Analyzing your business customer. • Application of consumer/business insights
Developing Marketing Strategies and Plans. • Steps in developing a Marketing Plan • Applications of Marketing Plans • Pricing/Distribution/Product/Promotion tactics
Overview of Branding • Brand audit process • Brand equity theories • Strategic Branding Decisions • Product Brand Extensions
Positioning your Brand • Points of difference. • Basis for differentiation • Branding decisions through the Product Life Cycle
Creating long term loyalty relationships Building customer value, Satisfaction and Loyalty, Customer relationship management, customer databases and database marketing.
Developing Pricing Strategies Understanding Pricing. Setting the Price, Adapting the price, Initiating and responding to price changes.
Designing and Managing integrated marketing channels The role of marketing channels, channel design decisions, channel management decisions. E commerce practices

Assessment Breakdown	%
Continuous Assessment	30.00%
Project	30.00%
End of Module Formal Examination	40.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	These case studies will be in depth enough to test the student's comprehension and application of marketing knowledge. They will provide the student team with scope to problem solve and justify their solutions	1,2,3	20.00	Week 8
Other	Students will be provided with comprehensive criteria on how class contribution will be evaluated.	5	10.00	n/a

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will work in pairs and complete primarily secondary research of an under performing brand of their choice. A poster session will be used to present the group's findings and recommendations.	3,4	30.00	Sem 1 End

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	No Description	1,2,3,4,5	40.00	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	30 Weeks per Stage	3.00
Independent Learning	Every Week	4.00
Total Hours		94.00

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	2.00
Total Hours		3.50

