

<b>Module Title:</b>	Marketing
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	<a href="#">1 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	Identify the various stages in the market research process.
LO4	Outline and recommend segmentation, targeting and positioning strategies for businesses.
LO5	Explain how to manage the marketing mix.
<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**
**Marketing in the Modern Firm**

• The Marketing Concept • Importance of the customer • Relationship marketing • Corporate social responsibility and marketing ethics

**The Marketing Environment**

• The Microenvironment • The Macroenvironment • Environmental analysis

**Understanding Customer Behaviour**

• Consumer behaviour • The buying decision process

**Marketing Research**

• The Marketing Information System • Types of Marketing Research • The Marketing Research Process

**Market Segmentation and Positioning**

• Segmenting Consumer Markets • Target Marketing • Positioning • Positioning strategies

**Managing Products**

• Product classification • New product development • Product life cycle • Branding • Managing Brand and Product Portfolios

**Pricing Strategy**

• Basic Methods of Setting Prices • Factors Influencing Pricing Strategy • Managing Price Changes • Reacting to Competitor's Price Changes

**The Promotional Mix**

• Advertising • Direct Marketing • Sales Promotion • Public Relations • Integrated Marketing Communications • Steps in a promotional campaign

**Digital Marketing**

• Introduction to digital marketing • Email marketing • Social media and online engagement • Website design/optimisation • Search engines marketing • Mobile marketing

**Personal Selling**

• Sales management • The selling process • Negotiation

**Distribution**

• Types of Distribution Channels • Channel Strategy • Retailing

**Assessment Breakdown**
**%**

Continuous Assessment

40.00%

End of Module Formal Examination

60.00%

**Continuous Assessment**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Written Assessment: Examination of a particular company's market orientation, environment and consumer behaviour.	1,2	20.00	n/a
Presentation	Present verbally and in written form a segmentation, targeting and positioning strategy for a particular brand.	4	20.00	n/a

No Project

No Practical

**End of Module Formal Examination**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Final Exam	3,5	60.00	End-of-Semester

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	30 Weeks per Stage	3.00
Independent Learning	30 Weeks per Stage	3.67
Total Hours		200.00

  

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Total Hours		1.50

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_HWCHS_B	<a href="#">Bachelor of Arts (Honours) in Culture &amp; Heritage Studies</a>	2	Mandatory