

<b>Module Title:</b>	Marketing Management
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	No Programmes
<b>Teaching &amp; Learning Strategies:</b>	Students will engage in a variety of teaching and learning methods; case studies, video clips, and examples from local, national and international organisations will be used to prompt class discussion and develop evaluation and analytical skills. Collaborative skills will be encouraged through class work. The module will be supported with online learning materials and students will be expected to engage in self-directed learning.
<b>Module Aim:</b>	To provide the learner with a framework to analyse and examine the many challenges faced in a dynamic marketing environment. Learners will progress their understanding of marketing theory and concepts to a strategic level. Applied tasks will develop critical thinking, analytical and decision-making skills whilst using an interdisciplinary approach to problem solving.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Create a marketing plan for an organisation with an emphasis on developing the necessary framework and skills required for successful implementation and measurement.
LO2	Apply the main concepts of marketing management; traditional and emerging, to achieve marketing objectives in a dynamic and competitive environment.
LO3	Evaluate and apply the tools and frameworks within marketing management to implement marketing strategies and plans.
LO4	Make ethical and socially responsible strategic marketing decisions based on measured analysis.
<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**

**Understanding Marketing Management**

• The marketing philosophy • Overview of marketing management • The scope of marketing • Core marketing concepts • Types of markets • Major societal forces • Emerging trends in marketing • Marketing ethics and Corporate Social Responsibility (CSR)

**Developing Marketing Strategies and Plans**

• Corporate and Divisional planning • Defining the Business • Assessing Growth Opportunities • Goal Formulation • Programme Formulation, Implementation and Measurement • Developing The Marketing Plan

**Digital Marketing**

• Integrating digital channels into the marketing plan • Using social media to enhance marketing capability • Managing email marketing • Mobile Marketing • Emerging technologies and their potential for marketing

**Branding and Brand Management**

• The role of brands • Strategic brand management • Creating and managing brand identities • Individual and house brands • Brand extensions • Brand portfolios • Brand reinforcement and revitalisation • Managing brand equity.

**Marketing Communications Mix**

• Managing an integrated communications mix • Developing an advertising programme • Sales promotion decisions • Managing events • Experience and press relations • Direct marketing • Sales force management • Campaign measurement and evaluation.

**Business to Business Marketing**

• Organisational buying • Business market versus consumer market • Participants in the buying process • The buying centre • Influencers • The purchase procurement process • Stages in the buying process • Managing business to business relationships.

Assessment Breakdown	%
Continuous Assessment	40.00%
Project	60.00%

**Continuous Assessment**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	In Class Assessment e.g. Case Analysis / Exam	2,3,4	40.00	n/a

**Project**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Marketing Plan	1	60.00	n/a

No Practical

No End of Module Formal Examination

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	Every Week	3.00
Independent Learning	Every Week	4.50
Total Hours		7.50

  

<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

