

Module Title:	Marketing
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	No Programmes
Teaching & Learning Strategies:	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.
Module Aim:	This module aims to provide an understanding of the key concepts and terminology of marketing. The module provides the knowledge and understanding of the concepts of marketing as well as their application in context. Specifically, the concepts of the marketing environment, consumer behaviour, marketing research, segmentation, targeting, positioning and the marketing mix will be outlined.

Learning Outcomes	
<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.

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 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, consumer behaviour and marketing research processes.	1,2,3	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	5	60.00	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	30 Weeks per Stage	3.67
Total Hours		200.00

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	3.00
Total Hours		4.50

