

Module Title:	Marketing
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	Learners will be exposed to contemporary theory and practice through the exposure to and study of academic materials (texts and journals) 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:	This module aims 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 the principles of marketing
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>	
No requirements listed	

Module Content & Assessment

Indicative Content

Understanding the Market

Marketing analysis. The 5 C's, Macro-environment analysis. (emphasis on the impact of the of digital landscape on business, customers and marketing), micro-analysis, supply chain and competitors

The Marketing Concept

Introduction to the core principles of marketing and the importance of customer focus. Evolution of marketing. Relationship marketing, experiential marketing, role of marketing in modern organisations. Changing face of marketing in digital world. Ethical issues in marketing.

Understanding the Customer

Buying behaviour - consumer decision making process; influences on consumer behaviour including impact on digital environment.

Marketing Information and Research Techniques

Marketing information system and Consumer Insights; Types of marketing research; Marketing research process, new technological developments

Market Segmentation, Targeting and Positioning

Define segmentation, targeting and positioning

Market Segmentation, Targeting & Positioning

Define segmentation, targeting & positioning; Bases for segmentation

Marketing Mix

Product and brand management/ Product classification, Product/Brand Management, Product decisions, Branding, Portfolio planning, new product development, diffusion of innovation, product lifecycle, BCG, Ansoffs. Price - factors impacting on price. Pricing strategies. Place - distribution channels, mini-channel strategy, supply chain management, logistics, ECR, retailing, online retailing, shopper marketing, category management, promotion. Formulating an integrated marketing strategy including sponsorship, PR, advertising, sales, social media, search, mobile. Ethics and data protection.

Marketing Plan

Process of formulating and writing a marketing plan

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Portfolio	End of Year Interview - Portfolio	1,2,3,4	10.00	n/a
Case Studies	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, project, presentation, but not limited to these formats. Assessments take place in term 1 and term 2	1,2,3,4	90.00	n/a

No Project

No Practical

No End of Module Formal Examination

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	Every Week	4.00
Total Hours		7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBPT_D	Bachelor of Business with Options in Management, International Business, Supply Chain Management, Marketing, Human Resource Management	2	Mandatory