

Module Title:	Marketing Management
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The case study method will be used throughout 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 capture marketing insights on a case company and present, justify and defend their recommendations on case study work. Industry cases will be used.
Module Aim:	The purpose of this capstone marketing module is to review, summarize, integrate and apply marketing strategy within the context of a digital Economy. The course will provide learners with a systematic framework for a solid foundation in fundamental marketing decision-making tools and planning.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Critically analyse the forces changing customer's behaviour journey such as digital technologies and social responsibility and assess their impact on marketing management both nationally and globally.
LO2	Analyse, evaluate and develop customer and market insights to inform strategy and planning on an agreed case company.
LO3	Write up fully justified marketing case company recommendations within a marketing plan framework.
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 a Digital Era

Factors affecting the marketing function in a digital age, socially responsible marketing, holistic Marketing and the team/process approach.

Capturing Marketing Insights

Analysing a company's macro and micro environment, competitor analysis/routes to competitive advantage, analysing the industry, analysing consumer and business markets, drawing marketing insights from research data.

The Segmentation Process.

Primary and secondary segmentation, applying segmentation variables, targeting decisions.

Developing Marketing Strategies and Plans.

Steps in developing a Marketing Plan, overview of Pricing/Distribution/Product/Promotion strategies and tactics.

Assessment Breakdown

	%
Continuous Assessment	30.00%
Project	70.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Learners will be presented with a case study to analyse on socially responsible marketing or digital technology and marketing management. They will then complete an in-class case study exam.	1	30.00	Week 4

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will work in groups to choose a case company and capture customer and market insights to test the student's comprehension and application of marketing knowledge and problem solving. Learners will draw insights from data gathered and develop a marketing plan to address issues and solve customer needs. Cross module assessment could also be used here.	1,2,3	70.00	End-of-Semester

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	6.00
Total Hours		9.00

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	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	7	Mandatory