Module Title:	Shopper Category Management
Language of Instruction:	English

Credits:	5

NFQ Level:	8

Module Delivered In	4 programme(s)

Teaching & Learning Strategies:	The learning outcomes detailed above will be achieved through the following teaching methodologies; • Lectures: communication of knowledge and ideas from lecturer to student. Students will be encouraged to engage in active discussion of the material during lectures. Problem Solving Exercises; Students will be working in small team on an assigned project. They will apply the theory to their project on a topic by topic basis. This will develop their analytical and reasoning skills. •Class Discussion / Debate; All classes will involved active engagement and discussion with the material. •E- Learning; There will be on-line learning materials provided. •Self Directed Independent Learning; Students will work on projects and case studies. This will require independent learning. It will develop their analytical , research, project management, written and oral communication skills. •Practical computer lab. tuition on Photoshop.

Module Aim:	The primary objective of this module is to provide the student with an understanding of the key role that Category Management has played in the evolution of the consumer goods retailing and marketing industry since its introduction thirty years ago and to reinforce the importance that this core business process will continue to play as an essential business method in the dynamic world of consumer and shopper marketing.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Critically assess the Category Management process and it's application in managing and formulating a Category Plan.
LO2	Formulate & Present a Category Plan for a specific category and for a specific retailer.
LO3	Determine the dynamics & challenges of retailing Fast Moving Consumer Goods and assess their implications from a consumer behaviour perspective, a retailer and a brand manufacturer perspective.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content

Introduction to FMCG Marketing:
Profile of the top FMCG brands: Ireland and Worldwide. • A Category Manager's Job defined– Organisational structures & job titles in FMCG Sales/ Marketing.

Distribution Channels of Fast Moving Consumer Goods: Grocery Retailing
Grocery Retailing Industry: Management of Supply Chains, Logistics & Efficient Consumer Response European Retailing industry. Profile of Irish Retail Industry for Grocery : • Key Players, Market Share, Strategies, New Entrants, • Trends & Developments, Key Success Factors • Implications for Brand Manufacturers & Category Mgt. • Consumer Shopping Behaviour; Changes in consumer shopping behaviour / global & Irish trends.

Introduction to Category Management: Objectives, Benefits & Evolution
Overview of Shopper Marketing Category Management –An evolving process Category Mgt globally. Benefits of Category Management. Successful Category Management Projects

The Category Management Process
Overview of the 9 Stage Process – ECR Ireland Step 1: Readiness for Category Management Step 2: Category Definition & Segmentation Step 3: Category Role Step 4: Category Assessment Step 5: Category Objectives Step 6: Category Strategies Step 7: Category Tactics Step 8: Implementation Step 9: Monitor & Review Analysis of Successful Category Management Projects. Overview of the Category Mgt process and future developments.

Photoshop Basics
• Getting Started (Photoshop desktop, getting images into Photoshop, moving around an image, tips for using Photoshop) • Imaging Concepts (color modes, image size, resolution, and print size) • Acquiring images (opening files and scanning images into Photoshop) • Editing Images (cropping, removing imperfections, adjusting contrast, correcting colors, and sharpening images • More Image Editing (selection techniques, layers, adding type, and painting) • Exporting and printing (Saving for the Web, inserting images into Powerpoint, printing)

Assessment Breakdown	%
Continuous Assessment	50.00%
Project	40.00%
Practical	10.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Report 1 to 4	1,2,3	40.00	Every Second Week
Other	Project Management	2	10.00	Sem 1 End

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Category Plan	1,2,3	40.00	End-of-Semester

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Oral Presentation	1,2,3	10.00	End-of-Semester

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		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	3.00
Laboratories	Every Week	1.00
Independent Learning	Every Week	5.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	1.50
Laboratory	Every Week	0.50
Independent Learning	Every Week	7.00
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BPMKT_D	Bachelor of Business in Marketing	5	Elective
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	5	Elective
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	7	Elective
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	5	Elective