

Module Title:	Finance for Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - student will work as part of a team and will work together to resolve various business marketing scenarios. Students will be encouraged to actively participate in class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Direct Independent Learning - the emphasis on independent learning will develop a strong and autonomous work and learning practices.
Module Aim:	The aim of this module is to develop student's skills in service costing, decision making, planning and control in a business marketing context. The module will develop the student's ability to apply techniques in practical marketing management situations.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define and explain the key terms, concepts and practices for costing services and financial decision making.
LO2	Identify and apply appropriate techniques when presented with defined and undefined practical financial and decision making problems.
LO3	Analyse and interpret financial results and outcomes in a digital marketing environment and make recommendations.
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

Costing a Service

Introduction to costing. Breakdown of direct and indirect costs. Allocation, apportionment and absorption of overheads. Introduction to ABC and comparison with the traditional costing methods. Mark-up and margin. Acquisition costs, conversion costs/ rates, PPC

Decision Making

Cost Volume Profit Analysis, Distinction between fixed, variable and semi-fixed costs: Identifying fixed and variable costs using high low technique: Calculation of CVP formula (break-even, margin of safety, target profit): Practical applications of CVP analysis in assisting management planning and decision-making; Limitations of CVP analysis

Pricing Theory

Customer and Pricing Decisions. Pricing products & services using cost-based, demand-based, target-based and other pricing strategies.

Investment Appraisal

Introduction to investment appraisal. Investment Appraisal and Decision-Making, Difference between cash & profit; Traditional methods of investment appraisal; Discounted cash flow methods of investment appraisal; Strengths & limitations of appraisal methods; Identification of a project's relevant costs and benefits.

Sources of Finance

Sources of long, medium and short-term equity and debt financing; Internal sources of finance; Private equity and other sources of finance suitable for small and medium sized businesses; Factors to consider when choosing a suitable source of finance; Working capital funding requirements and strategies.

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
Other	Case Study, MCQs/ In class examinations	1,2,3	40.00	n/a

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Two hour exam	1,2,3	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	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	4	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	4	Mandatory