

| | |
|---|---|
| Module Title: | Marketing Management |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 7 |
| Module Delivered In | 4 programme(s) |
| Teaching & Learning Strategies: | Students will engage in a variety of teaching and learning methods; case studies, video clips, and examples from local, national and international organisations will be used to prompt class discussion and develop evaluation and analytical skills. Collaborative skills will be encouraged through class work. The module will be supported with online learning materials and students will be expected to engage in self-directed learning. |
| Module Aim: | To provide the learner with a framework to analyse and examine the many challenges faced in a dynamic marketing environment. Learners will progress their understanding of marketing theory and concepts to a strategic level. Applied tasks will develop critical thinking, analytical and decision-making skills whilst using an interdisciplinary approach to problem solving. |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Develop a marketing plan for an organisation by adopting the necessary framework and skills required for successful implementation and measurement. |
| LO2 | Apply the main concepts of marketing management; traditional and emerging, to achieve marketing objectives in a dynamic and competitive environment. |
| LO3 | Evaluate and apply the tools and frameworks within marketing management to implement marketing strategies. |
| LO4 | Make ethical and socially responsible strategic marketing decisions based on measured analysis. |
| 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 Marketing Management

• The marketing philosophy • Overview of marketing management • The scope of marketing • Core marketing concepts • Types of markets • Major societal forces • Emerging trends in marketing • Marketing ethics and Corporate Social Responsibility (CSR)

Developing Marketing Strategies and Plans

• Corporate and Divisional planning • Defining the Business • Assessing Growth Opportunities • Goal Formulation • Programme Formulation, Implementation and Measurement • Developing The Marketing Plan

Branding and Brand Management

• The role of brands • Strategic brand management • Creating and managing brand identities • Individual and house brands • Brand extensions • Brand portfolios • Brand reinforcement and revitalisation • Managing brand equity.

Marketing Communications Mix

• Managing an integrated communications mix • Developing an advertising programme • Sales promotion decisions • Managing events • Experience and press relations • Direct marketing • Digital Marketing • Campaign measurement and evaluation.

Business to Business Marketing

• Organisational buying • Business market versus consumer market • Participants in the buying process • The buying centre • Influencers • The purchase procurement process • Stages in the buying process • Managing business to business relationships.

| Assessment Breakdown | | % |
|-----------------------|--|--------|
| Continuous Assessment | | 30.00% |
| Project | | 70.00% |

Continuous Assessment

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|---|-------------------|------------|-----------------|
| Other | In class test, presentation or group case analysis to analyse and recommend strategies for a selected organisation. | 2,3,4 | 30.00 | n/a |

Project

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|--|-------------------|------------|-----------------|
| Project | Individually students will develop a marketing plan for a chosen organisation. | 1,2,3,4 | 70.00 | n/a |

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 | 12 Weeks per Stage | 3.00 |
| Independent Learning | 15 Weeks per Stage | 5.93 |
| Total Hours | | 125.00 |

| Workload: Part Time | | |
|----------------------------|--------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | 12 Weeks per Stage | 1.50 |
| Independent Learning | 15 Weeks per Stage | 2.97 |
| Total Hours | | 62.50 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|--|----------|-----------|
| CW_HWVCD_B | Bachelor of Art (Honours) in Visual Communications and Design | 5 | Mandatory |
| CW_HWVCD_D | Bachelor of Arts in Visual Communications and Design | 5 | Mandatory |
| CW_BWBUS_B | Bachelor of Business (Honours) Options: in Business or Digital Marketing | 5 | Mandatory |
| CW_BWBUS_D | Bachelor of Business Options: Business or Digital Marketing | 5 | Mandatory |