Module Title:	Marketing Internship Project
Language of Instruction:	English

Credits:	15

NFQ Level:	7

Module Delivered In	[3 programme(s)](#)

Teaching & Learning Strategies:	A range of teaching and learning strategies will be used. These will vary according to the particular project that is being assigned to learners. It is expected that student-centred learning strategies such as enquiry-based learning and problem-based learning will be used extensively in all projects specifications.

Module Aim:	This learner-centred module aims to allow students to develop marketing practice knowledge by engaging with marketing scenarios in an applied business project. Through this, it is envisaged that they will apply theory, synthesise knowledge and develop transferable skills. This module will facilitate students in acquiring practical marketing and business knowledge and applying knowledge acquired in other modules.

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

LO1	Apply knowledge acquired in other modules of the programme.
LO2	Assess marketing/business situations and problems.
LO3	Develop and defend solutions for marketing/business problems.
LO4	Demonstrate organizational skills for project management.
LO5	Demonstrate interpersonal, communication and presentation skills and demonstrate effective team work.

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.
Learners must have successfully completed the specified Orientation programme for the module.

Module Content & Assessment

Indicative Content
Indicative content Introductory sessions and a series of workshops will be conducted on the topics relating to the specific project that is being undertaken, e.g. market research sessions, literature review sessions, etc.... A marketing/business project will form the basis for learning in the module. The project will consist of a number of components/tasks and these will be the fundamental learning blocks of the module. The tasks are carefully chosen to ensure the students meet the learning outcomes of the module. The tasks will be of variable lengths, ranging from one to several weeks, dependent on the task and the specific project. Tasks will cover a range of marketing and business disciplines, will demand specific knowledge and will enable the student to develop a relevant skill set. Each task will include the time for researching, planning, organising, decision-making, implementing, analysing and assessing. Tasks may be group or individually-based.
Resources Various resources will be made available to learners. These will vary according to the project being undertaken.

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	n/a	1,2,3,4,5	100.00	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

MKTG: Marketing Internship Project

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Seminars	Every Week	1.12
Independent Learning	Every Week	15.00
	Total Hours	16.12

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Seminars	Every Week	0.62
Independent Learning Time	Every Week	15.50
	Total Hours	16.12

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BPMKT_D	[Bachelor of Business in Marketing](#)	6	Group Elective 3
CW_BBDMA_B	[Bachelor of Science (Honours) in Digital Marketing with Analytics](#)	6	Group Elective 3
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