

Module Title:	Fundamentals of Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	4 programme(s)
Teaching & Learning Strategies:	Learners will be introduced to the fundamentals of marketing through presentation and study of, academic materials, industry practice models and case studies. Class delivery will combine face to face lectures and workshops where learners will be expected to actively engage with module materials, practical tasks, class discussion and short presentations.
Module Aim:	The aim of this module is to provide the learner with an awareness and understanding of marketing as an organisation wide philosophy as well as a managerial function. It will introduce the core marketing concepts, theories and principles in a digital era. It will include topics such as industry, category, market and competitor analysis. It will equip the learner with a basic overview of marketing mix components such as pricing, distribution, product and promotion (both traditional and digital marketing communication). The learner will be able to identify and assess market needs and marketing opportunities.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Understand the importance of market-orientation in business practice.
LO2	Evaluate market conditions and consumer needs when forming marketing strategies
LO3	Describe a range of common strategies for use with each of the tools commonly applied as part of the Marketing Mix: product, pricing, promotion and distribution

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

Core Marketing Concepts

Introduction to core principles of marketing & its historical evolution • Engaging consumers and communicating customer value through Integrated Marketing Communications • The Marketing Mix • The role of contemporary marketing and its changing face in a digital era • Social Responsibility & Ethics in Marketing

Marketing Environment

Defining the environmental forces that affect a company's ability to serve its customers • Macro environmental analysis frameworks • Competitor Identification & Analysis • Strategies for competitive position • Value Chain Analysis

Consumer Buying Behaviour

Consumer decision making process • Factors affecting Consumer Behaviour and impact of Digital Environment

Marketing Information and Research

Defining the Marketing Information System and its component parts • Leveraging consumer insights to drive decision making • Introduction to Marketing Research Processes & Consumer Insights: Secondary & Introduction to Primary Research Methods

Segmentation, Targeting & Positioning

An introduction to Segmentation, Targeting and Positioning Processes.

Product and Brand Management

Understanding product classification; Importance of brands & branding; Benefits of packaging and labeling; The stages in the product life cycle; New product development process

Pricing

Pricing objectives, approaches, strategies; Factors influencing pricing decisions

Place (Distribution)

Role & nature of distribution; Functions of distribution channels

Promotion (Integrated Marketing Communications)

The marketing communications process & mix; Integrated marketing communications; IMC performance; Elements and planning of IMC; Characteristics of key promotional tools; Digital marketing & social media

Marketing Planning and Strategy

Functions & process of marketing planning, marketing strategy, components of the marketing plan

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Based on an assigned brand, conduct a Marketing Audit	1,2	40.00	n/a
Project	Based on an assigned brand, conduct a Market Assessment	2,3	60.00	n/a

No Project

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_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	3	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	3	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	1	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	1	Mandatory