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| Module Title: | Marketing |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 6 |
| Module Delivered In | No Programmes |
| Teaching & Learning Strategies: | <p>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 marketing scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - 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.</p> |
| Module Aim: | <p>The aim of this module is to demonstrate the importance of Marketing for all businesses. It aims to provide a learning environment which will enable the student to develop the skills and knowledge to apply the principle theories of Marketing to real business situations. It aims to build on the theories covered in Management & Communications and integrate with material covered in Computer Applications, Quantitative Techniques.</p> |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Select and apply appropriate conceptual frameworks in the formulation of a Marketing Strategy. |
| LO2 | Assess the implications of the Marketing Environment of a business on it's Marketing Strategy. |
| LO3 | Utilise Market Research techniques in the formulation of a Marketing Plan. |
| LO4 | Formulate & Present a Marketing Strategy for a product. |
| 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

Introduction to Marketing (10%)

Definition of Marketing Evolution of Marketing and The Marketing Concept Relevance to those working in Accountancy.

The Marketing Environment (15%)

The Macro environment The Micro environment Competitor identification and Analysis

Consumer Buying Behaviour (15%)

The Buying Process Influences on The Decision Making Process Buying Decision Situations

Marketing Research and Information Systems (10%)

The M.I.S system The Market Research Process

Segmentation, Targeting, Positioning (15%)

n/a

Introduction to the Marketing Mix (The 4 P's) (25%)

6.1 Product Classification, Product Mix, Life Cycle, N.P.D, Branding, New Product Development. 6.2 Pricing Factors affecting pricing, Approaches to Pricing. 6.3 Promotion The Communication Process. Integrated Marketing Communications Mix Advertising, P.R, Personal Selling, Sales Promotion, Direct Marketing, Sponsorship, On-line/ mobile Marketing. 6.4 Distribution The Nature of Marketing Channels, Channel Design decisions, Logistics. 6.5 Services Marketing (7 P's) Overview of the marketing of a service (accounting, financial service company)

Marketing Planning (10%)

Corporate Planning and the Strategic Marketing Process The Marketing Plan

| Assessment Breakdown | % |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

| Continuous Assessment | | | | |
|-----------------------------|------------------------|-------------------|------------|-----------------|
| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
| Portfolio | n/a | 1,2,3,4 | 20.00 | n/a |
| Project | n/a | 4 | 70.00 | n/a |
| Practical/Skills Evaluation | n/a | 4 | 10.00 | 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: Part Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Every Week | 1.50 |
| Independent Learning Time | Every Week | 1.50 |
| Total Hours | | 3.00 |

