

Module Title:	Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	6
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 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.
Module Aim:	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.
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				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
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

ITCarlow 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

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBACT_B	Bachelor of Arts (Honours) in Accounting	2	Mandatory
CW_BBACF_B	Bachelor of Business (Honours) in Accounting & Finance	3	Mandatory