

<b>Module Title:</b>	Marketing
<b>Credits:</b>	10
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	<a href="#">8 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	Learners will also be exposed to contemporary theory and practice of marketing through the exposure to and study of, academic materials (texts & journal articles) and industry practice materials (case studies, industry reports, expert blogs, etc.). Class delivery will be tutorial in nature where learners will be expected to actively engage with module materials and participate in class discussion and debate.
<b>Module Aim:</b>	The aim of this module is to provide the learner with an understanding of the principles and practice of marketing. The learner should be able to identify and develop customer focused solutions to marketing problems.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Discuss and apply marketing principles.
LO2	Assess the marketing environment of an organisation.
LO3	Utilise market research to underpin marketing solutions.
LO4	Formulate a customer focused marketing plan.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
Management	

**Module Content & Assessment**

Indicative Content
<p><b>Marketing Concept (10%)</b>            •The nature of marketing &amp; the importance of customer focus •Role of marketing in a modern organisation • Changing face of marketing in a digital world • Ethical issues in marketing</p>
<p><b>Marketing Plan (10%)</b>            • Components of the marketing plan</p>
<p><b>Understanding the Market (10%)</b>            • Market Analysis – microenvironment and macroenvironment analysis; Porter's 5 Competitive Forces model • SWOT analysis</p>
<p><b>Understanding the Customer (20%)</b>            • Buying Behaviour - consumer decision making process; influences on consumer behaviour including impact of digital environment • Target Marketing &amp; Positioning - segmentation, targeting and positioning process; repositioning</p>
<p><b>Basic Market Research Techniques (10%)</b>            • Marketing Information System &amp; Consumer Insights • Marketing research process</p>
<p><b>Marketing Mix (40%)</b>            • Product - Managing Products: new product development, Product Life Cycle; product portfolio planning; Branding strategy, Services Marketing • Price - Factors impacting on pricing; pricing strategies • Place - distribution channels; channel strategy; retailing including on-line retailing • Promotion - integrated marketing communications; advertising, product placement, sponsorship, PR, sales promotions, selling, direct marketing, CRM, ethical issues in promotion, digital marketing &amp; social media</p>

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Learners will be required to demonstrate achievement of the learning outcomes through continuous assessment work. This work may take the form of essay, case-study, exam, project, presentation, but not limited to these formats. Assessments take place in term 1 and term 2.	1,2,3,4	50.00	Sem 1 End

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Learners will be required to demonstrate their understanding of both marketing theory and practice in the form of a final exam assessment.	1	50.00	End-of-Semester

ITCarlow reserves the right to alter the nature and timings of assessment

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	4.00
Total Hours		7.00

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	5.50
Total Hours		7.00

**Module Delivered In**

<b>Programme Code</b>	<b>Programme</b>	<b>Semester</b>	<b>Delivery</b>
CW_BBADM_D	<a href="#">Bachelor of Business in Business Administration</a>	2	Mandatory
CW_BBLAW_B	<a href="#">Bachelor of Business (Honours) in Business with Law</a>	2	Mandatory
CW_BRLMB_B	<a href="#">Bachelor of Business(Honours) in Management</a>	2	Mandatory
CW_BBBBM_B	<a href="#">Bachelor of Business(Honours) in Management</a>	2	Mandatory
CW_BBCAA_C	<a href="#">Higher Certificate in Accounting</a>	2	Mandatory
CW_BBLEG_C	<a href="#">Higher Certificate in Arts in Legal Studies</a>	2	Mandatory
CW_BBBUS_C	<a href="#">Higher Certificate in Business</a>	2	Mandatory
CW_BBLAW_C	<a href="#">Higher Certificate in Business with Law</a>	2	Mandatory