

Module Title:	Marketing for Design (Pending Approval)
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	Learners will be exposed to theory and practice of marketing through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Learners will receive formative feedback.
Module Aim:	The aim of this module is to provide the learner with an understanding of the principles and practice of Marketing with particular emphasis on the importance of the role of marketing in product innovation and design. Students should be able to identify and develop solutions to marketing problems which demonstrate an ability to apply the principles of marketing , that are customer focused, based on sound market analysis and supported by appropriate market research.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define the concept of Marketing and it's role in the new product design process.
LO2	Assess the Marketing Environment of a business and it's implications for product innovation, business and marketing strategy.
LO3	Discuss the nature of Buyer Behaviour and Market Segmentation
LO4	Utilise market research techniques to support new product development and marketing mix strategy that are customer focused.
LO5	Formulate and 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 – Creating Customer Value and Satisfaction

Marketing defined; Marketing concept and it's evolution; Role of marketing in the new product design process; Ethical Issues in marketing

The Marketing Environment

Market Analysis - macro and micro environment, Porters 5 Competitive Forces; SWOT analysis

Understanding Consumer Behavior

Characteristics of Consumer Markets; The consumer decision making process and influences; The impact of the digital environment on consumer behaviour

Target Marketing and Positioning

Segmentation; Targeting; Positioning and Repositioning

Market Research and Information Systems

The Marketing Information System; Consumer Insights; The Marketing Research Process; Market Research methods - Qualitative and Quantitative techniques

The Marketing Mix -Product

Classification; Branding; Product Decisions; Product Attributes; Packaging, Product Line and mix decisions; New Product Development process; Product Life Cycle

The Marketing Mix - Price

Factors Affecting Prices; Approaches to pricing

The Marketing Mix - Place

Nature of Distribution Channels; Channel design decisions

The Marketing Mix Promotion

The Integrated Marketing Communications mix; Advertising; Sales Promotion; Public Relations; Sponsorship; Personal Selling; Direct Marketing; Digital/mobile Marketing

Strategic Marketing and the Marketing Plan

Strategic Planning; The Marketing Plan

Assessment Breakdown
%

Continuous Assessment

50.00%

Project

50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Learners will be required to research a market, report on market trends and prepare a segmentation analysis of the market and create customer personas	2,3	20.00	Week 7
Written Report	Learners will be required to conduct market research using sound market research techniques	4	30.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will create a customer focused marketing campaign based on sound market research. Learners will present for interview and submit a showcase of years' work and reflect on their learning	1,2,3,4,5	50.00	n/a

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	30 Weeks per Stage	2.00
Practicals	30 Weeks per Stage	1.00
Estimated Learner Hours	30 Weeks per Stage	3.67
Total Hours		200.00

