

Module Title:	Introduction to Finance for 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 business scenarios. E-Learning - It is envisaged that 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 introduce students to and develop their knowledge and understanding of some key components of the accounting and finance function. The students will develop the ability to select and apply accounting techniques in typical digital marketing situations.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Explain the role & responsibilities of the accounting & finance function
LO2	Prepare and interpret financial statements.
LO3	Prepare and interpret projected Budgets, projected SOPL, projected SOFP.
LO4	Analyse and interpret financial results and outcomes in a digital marketing environment and make recommendations.
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

Role and responsibilities of the accounting & finance functions

The purpose and communication of accounting & financial information; Users of financial and accounting information; Nature, scope, purpose and limitations of financial information;

Understanding and interpretation of Financial Statements

Preparation of Statement of Profit or Loss and Statement of Financial Position. Preparation of profitability, liquidity and working capital ratios & analysis of company performance.

Projected Budgeting

Introduction to the budgetary process. Why budget/ forecast? . Preparation of functional and cash budgets forecast P&L and SOFP. Preparation of budgeting models for typical business situations and the application of "what if" analysis to the resulting model.

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>
Other	Class Test or Essay or take home assignment or MCQ's	1,2	50.00	Week 7
Other	Class Test or Essay or take home assignment or MCQ's.	3,4	50.00	Sem 2 End

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	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
Total Hours		125.00

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_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	2	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	2	Mandatory