

Module Title:	Introduction to Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	7 programme(s)
Teaching & Learning Strategies:	The classes will deliver relevant theory supported by relevant examples. Students will review current happenings from Irish and international businesses as part of their course work. Further students will be asked apply their knowledge as well as utilise relevant models and tools of analysis to case studies.
Module Aim:	To develop a student's knowledge of marketing concepts and their applications.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define and explain the basic concepts of marketing.
LO2	Analyse the marketing environment and consumer.
LO3	Outline the various stages in the market research process.
LO4	Explain and analyse the segmentation, targeting and positioning strategies.
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

Marketing in the Modern Firm

• The Marketing Concept • Importance of the customer • Relationship marketing • Corporate social responsibility and marketing ethics

The Marketing Environment

• The Microenvironment • The Macroenvironment • Environmental analysis

Understanding Customer Behaviour

• Consumer behaviour • The buying decision process

Marketing Research

• The Marketing Information System • Types of Marketing Research • The Marketing Research Process

Market Segmentation and Positioning

• Segmenting Consumer Markets • Target Marketing • Positioning • Positioning strategies

Assessment Breakdown

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Explanation and illustration of a case study company's market orientation as well as an analysis of its consumers and its environment.	1,2	50.00	n/a
Project	Development of a basic research plan and associated research tool. Illustration of a case study company's approach to segmentation, targeting and positioning.	3,4	50.00	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: 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>
Independent Learning	15 Weeks per Stage	2.97
Lecture	12 Weeks per Stage	1.50
Total Hours		62.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	3	Mandatory
CW_HWVCD_D	Bachelor of Arts in Visual Communications and Design	3	Mandatory
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	3	Mandatory
CW_BWBUS_D	Bachelor of Business Options: Business or Digital Marketing	3	Mandatory
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	3	Mandatory
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	3	Mandatory
CW_BWBUS_C	Higher Certificate in Business	3	Mandatory