

Module Title:	Marketing Client Project
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	The teaching and learning strategies for this module are reflective of the fact that it is a capstone module, where learners are required to demonstrate their knowledge and skills across a broad range of marketing topics. The delivery of the module will include research classes in support of the project, and the appointment of an individual academic supervisor. This allows for the independent, self-directed learning required at this final stage of the learner's degree.
Module Aim:	This module acts as a capstone module and provides learners with the opportunity to apply their marketing knowledge, skills and competency to produce a marketing strategy for a client organisation under the guidance of an academic supervisor.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Identify a client organisation, and liaise with the client and academic supervisor in a professional manner, maintaining a weekly project log.
LO2	Prepare a project brief in conjunction with the client organisation for sign-off by the client and academic supervisor.
LO3	Conduct a situation analysis of the client's marketplace using appropriate data sources and market analysis tools.
LO4	Conduct primary research required by the project using appropriate methods and analysis, and compliant with research ethics.
LO5	Prepare and justify a marketing strategy for the client organisation based on sound research.
LO6	Deliver professional written and oral reports at every stage of the project.
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

Finding and securing a client organisation

Identification of suitable client organisations; establishing the project brief with the client; professional practice.

Market, Client & Customer Analysis

Utilising secondary & primary research methods and market analysis tools to produce a client analysis, market analysis and customer analysis.

Marketing Strategy

Integration of marketing knowledge with client organisation's requirements to produce workable marketing strategy for the client.

Reporting Client Project

Structure of written report & oral report, professional presentation, organisation of client presentation.

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners are required to deliver a written marketing strategy project for a client organisation and an oral presentation of the strategy. Learners will be required to make a number of submissions to their supervisor across the year including: project brief; market, client and customer analysis; primary research methodology; primary research findings & analysis; final strategy project; oral report of strategy. Formative and summative feedback will be provided.	1,2,3,4,5,6	100.00	Sem 2 End

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>
Contact Hours	Every Week	1.50
Lecturer-Supervised Learning (Contact)	Every Week	0.25
Independent Learning	Every Week	7.00
Total Hours		8.75

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Independent Learning	Every Week	6.75
Lecturer-Supervised Learning (Contact)	Every Week	0.25
Total Hours		7.00

