

Module Title:	Marketing Mix
Language of Instruction:	English

Credits:	5
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NFQ Level:	6
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Module Delivered In	7 programme(s)
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Teaching & Learning Strategies:	A variety of teaching and learning strategies will be used; case studies, videos, national and international marketing examples. Collaborative skills will be encouraged through course work and students will be expected to engage with support material to develop self-directed learning skills.
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Module Aim:	To provide learners with a comprehensive understanding of the elements of the Marketing Mix and their role in achieving marketing strategy.
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Learning Outcomes

<i>On successful completion of this module the learner should be able to:</i>	
LO1	Understand the concept of product and the importance of innovation in product development
LO2	Identify how value can be achieved through managing pricing strategies
LO3	Describe the various options available in channel management and targeted communication
LO4	Explain the role of additional marketing mix elements; people, processes and physical evidence

Pre-requisite learning

Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
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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>
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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

Managing Products

• Product definition • Product differentiation • Product life cycle • Brands and branding • Managing Brand and Product Portfolios • New product development

Pricing Strategy

• Basic Methods of Setting Prices • Factors Influencing Pricing Strategy • Managing Price Changes • Psychology in pricing decisions

The Promotional Mix

• Advertising • Sales Promotion • Sponsorship • Public Relations and publicity • Direct Marketing • Digital advertising and communications • Integrated Marketing Communications

Distribution Channels

• Types of Distribution Channels • Channel Strategy and management • Channel Integration • Retailing

Extended Marketing Mix

• Marketing Services • People • Process • Physical Evidence

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Group case study to assess knowledge and understanding of core topics in an applied context.	1,2,3	40.00	n/a
Essay	Individual written piece to assess knowledge and understanding of marketing mix topics.	1,2,3,4	60.00	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>
Lecture	12 Weeks per Stage	1.50
Independent Learning	15 Weeks per Stage	2.97
Total Hours		62.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	4	Mandatory
CW_HWVCD_D	Bachelor of Arts in Visual Communications and Design	4	Mandatory
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	4	Mandatory
CW_BWBUS_D	Bachelor of Business Options: Business or Digital Marketing	4	Mandatory
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	4	Mandatory
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	4	Mandatory
CW_BWBUS_C	Higher Certificate in Business	4	Mandatory