

Module Title:	Marketing Management
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	4 programme(s)
Teaching & Learning Strategies:	Students will engage in a variety of teaching and learning methods; case studies, video clips, and examples from local, national and international organisations will be used to prompt class discussion and develop evaluation and analytical skills. Collaborative skills will be encouraged through class work. The module will be supported with online learning materials and students will be expected to engage in self-directed learning.
Module Aim:	To provide the learner with a framework to analyse and examine the many challenges faced in a dynamic marketing environment. Learners will progress their understanding of marketing theory and concepts to a strategic level. Applied tasks will develop critical thinking, analytical and decision-making skills whilst using an interdisciplinary approach to problem solving.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Develop a marketing plan for an organisation by adopting the necessary framework and skills required for successful implementation and measurement.
LO2	Apply the main concepts of marketing management; traditional and emerging, to achieve marketing objectives in a dynamic and competitive environment.
LO3	Evaluate and apply the tools and frameworks within marketing management to implement marketing strategies.
LO4	Make ethical and socially responsible strategic marketing decisions based on measured analysis.

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

Understanding Marketing Management

• The marketing philosophy • Overview of marketing management • The scope of marketing • Core marketing concepts • Types of markets • Major societal forces • Emerging trends in marketing • Marketing ethics and Corporate Social Responsibility (CSR)

Developing Marketing Strategies and Plans

• Corporate and Divisional planning • Defining the Business • Assessing Growth Opportunities • Goal Formulation • Programme Formulation, Implementation and Measurement • Developing The Marketing Plan

Branding and Brand Management

• The role of brands • Strategic brand management • Creating and managing brand identities • Individual and house brands • Brand extensions • Brand portfolios • Brand reinforcement and revitalisation • Managing brand equity.

Marketing Communications Mix

• Managing an integrated communications mix • Developing an advertising programme • Sales promotion decisions • Managing events • Experience and press relations • Direct marketing • Digital Marketing • Campaign measurement and evaluation.

Business to Business Marketing

• Organisational buying • Business market versus consumer market • Participants in the buying process • The buying centre • Influencers • The purchase procurement process • Stages in the buying process • Managing business to business relationships.

Assessment Breakdown		%
Continuous Assessment		30.00%
Project		70.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	In class test, presentation or group case analysis to analyse and recommend strategies for a selected organisation.	2,3,4	30.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Individually students will develop a marketing plan for a chosen organisation.	1,2,3,4	70.00	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: 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	5	Mandatory
CW_HWVCD_D	Bachelor of Arts in Visual Communications and Design	5	Mandatory
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	5	Mandatory
CW_BWBUS_D	Bachelor of Business Options: Business or Digital Marketing	5	Mandatory