

Module Title:	Introduction to Marketing
Credits:	5
NFQ Level:	6
Module Delivered In	13 programme(s)
Teaching & Learning Strategies:	Learners will be introduced to Marketing theory through exposure to and the study of, academic materials and industry practice materials. Class delivery will be tutorial in nature where learners will be expected to actively engage with module materials, practical tasks, class discussion and debates.
Module Aim:	The aim of this module is to provide the learner with an understanding of the core marketing concepts, theories and principles in a digital era. It will include topics such as environmental analysis, industry, competitor analysis and a basic overview of marketing mix components such as pricing, distribution, product and promotion (both traditional and digital marketing communication). The learner should be able to identify and assess market needs and marketing opportunities.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Explain the theories underpinning marketing and how these are applied in practice.
LO2	Apply the basic principles of marketing information and research to a marketing problem.
LO3	Complete an assessment of a brand's current marketing strategy and its marketing environment.
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

1. Core Marketing Concepts

Introduction to core principles of marketing & its historical evolution • Engaging consumers and communicating customer value through Integrated Marketing Communications • The Marketing Mix • The role of contemporary marketing and its changing face in a digital era • Social Responsibility & Ethics in Marketing

2. The Marketing Environment

Defining the environmental forces that affect a company's ability to serve its customers • Macro environmental analysis frameworks • Competitor Identification & Analysis • Strategies for competitive position • Value Chain Analysis

3. Customer Buying Behaviour

Consumer decision making process • Factors affecting Consumer Behaviour and impact of Digital Environment

4. Marketing Information Systems & Consumer Insights

Defining the Marketing Information System and its component parts • Leveraging consumer insights to drive decision making • Introduction to Marketing Research Processes & Consumer Insights: Secondary & Introduction to Primary Research Methods

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Based on an assigned brand, conduct a Marketing Audit	1,2,3	50.00	Week 6
Project	Based on an assigned brand, conduct a Market Assessment	1,2,3	50.00	Week 12

No Practical

No End of Module Formal Examination

ITCarlow 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	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBACF_B	Bachelor of Business (Honours) in Accounting and Finance	3	Mandatory
CW_BBLAW_B	Bachelor of Business (Honours) in Business with Law	3	Mandatory
CW_BBHRM_B	Bachelor of Business (Honours) in Human Resource Management	3	Mandatory
CW_BBBBM_B	Bachelor of Business (Honours) in Management	3	Mandatory
CW_HHMKT_B	Bachelor of Business (Honours) in Marketing	3	Mandatory
CW_BBSCM_B	Bachelor of Business (Honours) in Supply Chain Management	3	Mandatory
CW_BBHRM_D	Bachelor of Business in Human Resource Management	3	Mandatory
CW_BBINB_D	Bachelor of Business in International Business incorporating Double Degree	3	Mandatory
CW_BPMKT_D	Bachelor of Business in Marketing	3	Mandatory
CW_BBSCM_D	Bachelor of Business in Supply Chain Management	3	Mandatory
CW_BBCAA_C	Higher Certificate in Accounting	3	Mandatory
CW_BBBUS_C	Higher Certificate in Business	3	Mandatory
CW_BBLAW_C	Higher Certificate in Business with Law	3	Mandatory