

Module Title:	Contemporary Marketing Practice
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	5 programme(s)
Teaching & Learning Strategies:	Learners will be exposed to contemporary marketing practice through the exposure to and 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 and to participate in class discussion and debate.
Module Aim:	The aim of this module is to provide the learner with an opportunity to practically apply the principles of marketing in a digital era. The learner should be able to identify and develop customer focused solutions to marketing problems.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Generate customer insights using primary research methods
LO2	Apply the principles of Market Segmentation, Targeting and Positioning
LO3	Recommend an appropriate marketing mix to form a cohesive & integrated strategy to address a given marketing problem
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

Consumer Insight Generation and Application

Marketing Information Systems & Consumer Insight Generation • Marketing Research Process – Qualitative & Quantitative Analysis

Application of Segmentation, Targeting and Positioning

Application of Segmentation, Targeting, Brand Essence, Key Brand Benefit and Positioning Processes

Marketing Mix: Promotion & Integrated Marketing Communications

Formulating an Integrated Marketing Communications Plan using Owned, Earned and Paid Media • Advertising & Personal Relations • Personal Selling & Sales Promotion • Direct, Online, Social Media & Mobile Marketing • Impact of Technology on the IMC strategy • Regulation & Ethics • Emerging Digital Marketing Trends

Marketing Planning and Strategy

Practical tools and models to formulate & present a robust Marketing Strategy

Marketing Specialisms & Careers in Marketing

Exploration of specialisms and careers in Marketing including, Services Marketing, B2B Marketing, Global Marketing & Non-Profit Marketing

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Primary Research including Observation, Focus Group, In-Depth Interviews & Survey, create a Consumer Insights Report for an assigned brand	1,2	40.00	n/a
Project	Based on an assigned brand, create and present a Marketing Strategy and Plan	2,3	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	Every Week	3.00
Independent Learning	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	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	6	Group Elective 3
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	4	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	4	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	2	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	2	Mandatory