

Module Details	
Module Code:	MRKT B7004
Full Title:	Marketing APPROVED
Valid From::	Semester 1 - 2019/20 (June 2019)
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Helen White
Departments:	Unknown
Module Description:	This Marketing module provides learners with a comprehensive foundation in the principles of marketing. Learners will be introduced to the marketing concepts, theories, examine the market environment (environmental forces and trends), market segmentation, targeting, positioning and the marketing mix. Learners will be introduced to the theory and principles of marketing through the exposure of case studies, texts and journal articles.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Define marketing. Outline the steps in the marketing process, explain the core elements of the marketing concept
MLO2	Describe the forces in the market environment and discuss how organisations can react to the market environment
MLO3	Define the major types of buying decision behavior and the stages in the buyer decision process.
MLO4	Explain the purpose and benefits of Market Segmentation, Targeting and positioning
MLO5	Explain the components and process involved in framing the marketing mix and discuss the major forms of digital marketing
MLO6	Apply the theories, principles and techniques of marketing to real world enterprises.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content
Marketing defined. Introduction to marketing theory and practice. Definitions, the marketing conceptS, steps in the marketing process, customer relationship management, creating value for customers, and market opportunity
The Marketing Environment The environment refers to forces external to the firm that may affect its ability to develop and maintain success. Macro and Micro Environmental Factors. These elements can individual or jointly determine the success or failure of the business
Consumer and Organisation Buyer Behaviour Consumers make many buying decisions everyday and the buying decision is the focal point of marketer's efforts.Understanding the reasons why people/customers behave as the do in relations to marketer's offering/s (model of consumer behavior , characteristics affecting consumer buyer behavior, types of buying decision and the stages in the buyer decision process)
Market Segmentation, Targeting and Positioning Companies must identify the parts of market they can serve best and most profitably.The process of segmenting consumer markets,evaluating market segments, selecting target market segments, differentiation and positioning allows companies to serve, communicate and reach viable customers with a competitive market offering.
Market Research Defining the problem and research objective, Developing the research plan, Gathering Secondary and Primary Data, Implementing and Interpreting research findings
Developing the Marketing Mix Detailed examination of components of the marketing mix)product,price, place and promotion) as well as the extended marketing mix (people, process and Physical Evidence)
Introduction to Digital Marketing Marketing, the internet and the Digital Age, Define Digital Marketing, Forms and Benefits of Digital Marketing

Module Assessment	
Assessment Breakdown	%
Course Work	30.00%
Project	70.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Class Test	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,3
Duration in minutes	0		
Assessment Description Multiple Choice Question Test			
Project			
Assessment Type	Group Project	% of Total Mark	70
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	2,4,6
Duration in minutes	0		
Assessment Description This project should take the form of a case study feasibility study OR elements of a marketing plan that contains relevant material that facilitates the assessment of learning objectives 3,5, 6,7, 8			
No Practical			
No Final Examination			

Part Time On Campus			
Course Work			
Assessment Type	Multiple Choice Questions	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,3
Duration in minutes	0		
Assessment Description Multiple Choice Question Test			
Project			
Assessment Type	Group Project	% of Total Mark	70
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	2,4,6
Duration in minutes	0		
Assessment Description This project should take the form of a case study feasibility study OR elements of a marketing plan that contains relevant material that facilitates the assessment of learning objectives.			
No Practical			
No Final Examination			
Reassessment Requirement			
No repeat examination Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	3.00	3
Directed Reading	Non Contact	No Description	Every Week	3.00	3
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					3.00

Workload: Part Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	3.50	3.5
Directed Reading	Non Contact	No Description	Every Week	3.50	3.5
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					2.00

Module Resources

Recommended Book Resources

Kotler P, Armstrong G.. (2018), Principles of Marketing, 17th Edition. Pearson Education Limited, Harlow, United Kingdom, [ISBN: 9781292220178].
Fahy J, Jobber D. (2015), Foundations of Marketing, 5th Edition. McGraw-Hill Education, [ISBN: 9780077167950].

Supplementary Book Resources

Ellis-Chadwick F, Jobber D. (2016), Principles and Practice of Marketing, 5th Edition. McGraw-Hill Education, Europe, [ISBN: 978007717414].
Kotler P. (2016), Marketing Management, 3rd Edition. Pearson Education Limited, Harlow, United Kingdom, [ISBN: 9781292093239].
Armstrong G, Kotler P, Opresnik M. (2016), Marketing: An introduction, 2nd Edition. Pearson Education Limited, Harlow, United Kingdom, [ISBN: 978129214650].

This module does not have any article/paper resources

Other Resources

European Journal of Marketing.
Marketing Week.
Journal of Marketing.
Journal of Consumer Marketing.
Marketing.
Economist.
Harvard Business Review.
Business Week.
Consumer Choice magazine.
California Management Review.
Sloan Management Review.
Irish Marketing Review.
Journal of Long Range Planning.
Marketing Institute of Ireland publications.
Websites.
www.finfacts.ie.
www.mii.ie.
www.onlinemarketingtoday.com/.
www.marketing.ie.
www.adworld.ie.
www.marketinginteractive.com/.
www.marketingtoday.com.
www.directmarketingmag.com.
www.entrepreneur.com/.