

**MRKT S7001: Marketing for the Agri-Business
Sector**

Module Details	
Module Code:	MRKT S7001
Full Title:	Marketing for the Agri-Business Sector APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Eamon Mullen
Departments:	Unknown
Module Description:	This module aims to enable students to deepen their knowledge and understanding of marketing in the context of the agri-business sector and apply marketing research techniques, strategies and analysis to a range of traditional and alternative farming enterprises.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Analyse the role and practices of marketing in the agri-business sector.
MLO2	Discuss the role of marketing planning and the elements of a marketing plan.
MLO3	Prepare and execute a marketing research task and analyse the results.
MLO4	Explain the principles of segmentation, targeting, positioning and branding of products in a market.
MLO5	Recognise and apply the principles of marketing strategy and integrated marketing communications in the attainment of marketing objectives.
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
Overview of marketing in the agri-business sector Review and analysis of principles and concepts of marketing in the context of the agri-business sector; the changing role of marketing; developing a marketing orientation; understanding the customer.
Marketing Planning The role of marketing planning within business. Marketing objectives. Sections of a marketing plan. Implementation and review of the marketing plan. The marketing plan as part of an overall business plan. Lean Systems.
The Marketing Environment Consumer and business markets. The marketing environment SWOT analysis. Analysis of trends and major environmental forces in the agri-business sector.
Markets, Segmentation, Targeting and Positioning What is a market? What is segmentation and why do ventures need to do it? Targeting of segments. Methods and means of segmentation. Positioning of products in the marketplace. Advantages of segmentation.
Market Information and Market Research Drawing up a marketing research plan. Primary and secondary sources of information. Target market analysis. Customer profiling. Competitor analysis. Forecasting sales and revenues.
Customer Buying Process Stages of the customer buying process.
Product Classification of products - product life cycle, characteristics of a product, branding, packaging. Services marketing. The service journey.
Pricing The nature of price - price and non-price competition, pricing decisions and the factors which influence same.
Place Distribution Marketing channels - functions of intermediaries, deciding on the best way to get your product to the marketplace.
Promotion The role of promotion - the communication process, the promotional mix (including e-marketing) and its role in the development of the marketing plan.
Digital and On-line Marketing E-marketing, the customer buying process in the digital age, using social media for marketing.

Module Assessment	
Assessment Breakdown	%
Course Work	50.00%
Final Examination	50.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Group Project	% of Total Mark	25
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 7	Learning Outcome	3
Duration in minutes	0		
Assessment Description Students, in small teams, prepare and execute a small scale marketing research task and analyse the results.			
Assessment Type	Project	% of Total Mark	25
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 10	Learning Outcome	1
Duration in minutes	0		
Assessment Description Students will carry out an individual project relating to a current topic in marketing covered in the course. Possible areas could include branding, online marketing, marketing communications, marketing planning etc.			
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,4,5
Duration in minutes	0		
Assessment Description End-of-Semester Final Examination			
Reassessment Requirement			
A repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

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	4.00	4
Directed Reading	Non Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Rogan, D.. 2011, 4th edition. Marketing – An Introduction for Irish Students.
Domegan C. and Fleming D.. (2007), Marketing Research in Ireland, Gill and Macmillan.
Quinn, F.. (2001), Crowning the customer, Raphael Marketing.

Supplementary Book Resources

Kotler, P., Armstrong, G., Saunders, J. and Wong, V.. (2008), Principles of Marketing, 5th. Pearson Education Limited.
Doyle, P., and Stern, P.. (2006), Marketing Management and Strategy, 4. Financial Times/ Prentice Hall.
Broom G.. (2008), Cutlip and Center's Effective Public Relations: International Version, 10. Pearson Education Limited.

This module does not have any article/paper resources

Other Resources

VLE, DkIT. (2013), Moodle.
Website, Teagasc. (2012), Guide to starting a business,
1. <http://www.teagasc.ie/ruraldev/startingyourbusiness/>
Website, HBR. (2012), Harvard Business Review,
<http://hbr.org/>
Website, Department of Jobs, Enterprise & Innovation. (2012), Business Access to State Information & Services in Republic of Ireland,
<http://www.basis.ie/home/home.jsp?pcategory=10055&category=10055&language=EN>
Website, Sloane, P.. (2012), Destination Innovation,
<http://www.destination-innovation.com/>
Website, Entrepreneur magazine online edition. (2012),
<http://www.entrepreneur.com>
Website, Department of Agriculture, Fisheries and Food. (2012), Agriculture in Ireland,
<http://www.agriculture.gov.ie/>
E-Portfolio, DkIT. (2013), Mahara.
Link, Library Catalogue,
<http://tinyurl.com/oja42v2>
Link, Library Catalogue,
<http://tinyurl.com/lfguwa6>
Link, Library Catalogue,
<http://tinyurl.com/l75lrvz>