

Module 12: Marketing

Stage		2					
Semester		1					
Module Title		Marketing					
Module Number		12					
Module Status		Mandatory					
Module ECTS Credits		10					
Module NFQ level		7					
Pre-Requisite Module Titles		N/A					
Co-Requisite Module Titles		N/A					
Capstone Module?		No					
List of Module Teaching Personnel		Eilis O' Leary					
Contact Hours				Non-contact Hours			Total Effort (hours)
58				142			200
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
48		10		30		112	200
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total		
Percentage Contribution		50		50	100		

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Examine the role and scope of marketing in an organisation.
2. Demonstrate knowledge of key marketing realities and challenges facing organisations.
3. Examine the importance of providing customer satisfaction and responding to the marketplace through appropriate marketing strategies.
4. Develop and implement selected marketing strategies using suitable marketing models, frameworks and techniques.
5. Demonstrate knowledge and understanding of the tools and techniques in market research.
6. Identify and execute standard marketing research activities.
7. Express the relevance of market research to decision making.

Module Objectives

This module takes learners through the fundamentals of marketing planning and emphasises the role of research and marketing intelligence in decision making. It aims to combine theory and practice to enable learners to gain a broad perspective on marketing and its role within organisations.

Module Curriculum

Introduction to Marketing

- Definition of Marketing
- Overview of Business Orientations- Transactional vs Relationship Marketing
- Customer Value, Satisfaction and Loyalty

The Marketing Environment

- Elements of the Marketing Environment
- Consumer Behaviour
- Models for Market Analysis (PEST/Porter/BCG)
- Competitor Analysis

Marketing across Business Contexts

- Overview of Services Marketing
- Overview of International Marketing
- Overview of Marketing in Small Firms

Marketing Research

- Information Types and Sources
- The Market Research Process
- Research Design and Execution
- Data Analysis
- Marketing Information Systems

Segmentation, Targeting & Positioning

- Bases of Segmentation
- The Segmentation Process
- Target Marketing
- Positioning Concept

Marketing Planning

- Brand and Product
- Pricing tactics
- Distribution
- Integrated Marketing Communications

Marketing Decision Making

- Building a Marketing Plan

- Resources and Competencies
- Marketing Audit & Evaluation

Reading lists and other learning materials

Blythe, J. (2014) *Principles & Practice of Marketing*. 3rd Ed. SAGE Publications Ltd.

Hollensen, S. (2015) *Marketing Management; A Relationship Approach*. 3rd Ed. Pearson Education.

McGivern, Y. (2008) *The Practice of Market Research: An Introduction*. 3rd Ed. Financial Times Management.

Rogan, D. (2011) *Marketing: An Introduction for Students in Ireland*. 4th Ed. Gill & MacMillan, Dublin.

Module Learning Environment

A practical and hands-on teaching and learning environment is fostered through participative lectures and group-work based tutorials. Moodle is used extensively to support learners beyond the face-to-face encounters. Online quizzes, additional readings, glossaries and discussion forums are key aspects of the module delivery and formative assessment for learners.

Module Teaching and Learning Strategy

In class delivery includes videos, PowerPoint lecture notes and additional reading materials. Learners are expected to be fully engaged, take notes and join in-class discussions. Case studies are used to stimulate debate and guest speakers are invited to discuss different applications of marketing tactics in business.

For tutorials learners are expected to engage in preparatory work, which is linked to their project. The preparatory work forms the basis of in-class activity, with the emphasis on interactive discussions, participative group work and learning by doing in class. This allows for formative assessment as learners receive direct feedback from the lecturer and their peers.

Module Assessment Strategy

The module is assessed through a 50% group project and an end of semester exam. The group research project involves the collection and analysis of market intelligence and the subsequent recommendation of marketing tactics for a real client company. The client company briefs the groups and carries out progress meetings with them, alongside the module lecturer. The client also attends the final presentations of the reports. This project links theory with practice as learners must be active learners and demonstrate decision making skills. A sample assignment is included in the appendices.

