

H6IM: Introduction to Marketing

Module Code:	H6IM
Long Title	Introduction to Marketing APPROVED
Title	Introduction to Marketing
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Demonstrate a fundamental understanding of contemporary marketing thought and practice.
LO2	Identify and discuss rudimentary marketing theories, models and concepts, as well as, apply same to a range of contemporary business issues.
LO3	Demonstrate competency in problem solving, fundamental market research, developing elementary marketing plans, interpersonal communication and teamwork skills.
LO4	Illustrate their interpersonal, written and presentation skills through a combination of group work and class presentations
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Introduction to Marketing Evolution of the Marketing Concept & Practice Scope of Marketing within the Organisation			
Analysing the Market Environment Analysing the Market Environment Market Research and Market Information Systems Consumer and Business Buyer Behaviour			
The Segmentation Process The Segmentation Process Targeting Strategies Positioning for Competitive Advantage			
Product and Service Decisions Introduction to Fundamental Product & Services Concepts/Practice Branding & Brand Management Product Line and Mix Decisions New Product Development			
Pricing Decisions Factors Influencing Pricing Pricing Approaches & Tactics			
Distribution and Supply Chain Management Fundamentals of Distribution Distribution Channel Structure Channel Design and Management			
Marketing Communications Introducing the Promotional Mix and the Evolution of Integrated Marketing Communications Promotional Budgets • IMC Tools & Implications			
Marketing Planning & Strategy Marketing Auditing & Planning Approaching Marketing Strategy, Implementation & Control			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Project	% of total:	50
Assessment Date:	Week 10	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Team Project (50%): Learners will be asked to analyse a selected marketing issue and compile a report or marketing plan which should incorporate a significant element of rudimentary market research and basic literature/trade review. This case in marketing education will be primarily linked to the technique's ability to bridge the gap between marketing theory and practical situations, thus allowing learners to apply the concepts they have learned in the programme of study. The learner will be expected to make marketing decisions about the case in a logical, objective and structured way. (LO1, LO2, LO3 and LO4).			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: End-of-Semester Final Examination			
No Workplace Assessment			
Reassessment Requirement			
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>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Tutorial	Project & Class Review	1	Every Week	1.00
Independent Learning	No Description	7.5	Every Week	7.50
Total Weekly Contact Hours				3.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Tutorial	No Description	1	Every Week	1.00
Independent Learning	No Description	89	Every Week	89.00
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
John Fahy. (2012), Foundations of Marketing, 4. Euro Eds Originals, p.432, [ISBN: 0077137019].	
<i>Supplementary Book Resources</i>	
<p>Dave Chaffey, PR Smith. (2014), Emarketing Excellence, 4. Routledge, p.640, [ISBN: 9780415533379].</p> <p>Frances Brassington. Essentials of Marketing, 3. Pearson Academic, p.624, [ISBN: 9780273727644].</p> <p>Paul Baines. (2014), Marketing, 3. Oxford, [ISBN: 9780199659531].</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	