H7MK: Marketing

Module Code:	H7MK
Long Title	Marketing APPROVED
Title	Marketing
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	DESMOND GARGAN
Module Author:	Sarah Duignan
Departments:	School of Business
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Explain fundamental marketing and sales concepts and principles
LO2	Distinguish the principles and practices of selling and show an understanding of its importance as part of the marketing mix
LO3	Illustrate the basics of pricing, distribution, segmentation and a range of sales and marketing options
LO4	Discuss the scope of marketing within organisations including decision making processes, segmentation, the role of market
LO5	Evaluate and apply appropriate concepts and techniques to relevant marketing problems and situations including digital
LO6	Organise and conduct sales presentations, as well as planning and implementing sales management campaigns

Dependencies
Module Recommendations
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed

Entry requirements	As per programme requirements (outlined in 4.2.2 Minimum requirements for general learning)

H7MK: Marketing

Module Content & Assessment

Indicative Content

Introduction to Marketing
Evolution of the marketing concept The marketing environment

Customer Behaviour
Consumer and Business buyer behaviour The decision making process Influences on consumer decision making

Market Research
Categorising research methods and marketing information Qualitative versus quantitative research Scope of market research and market information systems

Segmentation Targeting and Positioning
Types of markets and the segmentation process Targeting strategies Positioning for competitive advantage

Product and Service Decisions
Introduction to basic product concepts Packaging and labelling Branding and brand management Product line and mix decision Product life cycle management

Pricing decision
Factors influencing pricing General pricing approaches

Distribution and logistics management
Distribution channel structure Channel design and management Physical distribution Online design and distribution

Marketing communications
Creating effective communications Organising and managing the promotional mix Advertising Public Relations Sales Promotion Direct Marketing Strategy Digital marketing and Selling

Personal selling and Sales Management
Defining the sales role The Role of selling within marketing Sales settings and strategies

Planning Sales Presentations
Objectives for the presentation Sales techniques (features, advantages and benefits) Presentation structure, style and behaviour Organising visual materials Managing audience interaction Determining and handling substantive issues Dealing with objectives Concluding the presentation and closing the sale

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	Continuous Assessment	% of total:	75
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		

Assessment Description:
Project A 2,000 2,500 (not including bibliography and appendices), individual/group project which should develop a marketing and sales management programme to overcome a marketing based problem in their organisation, or an organisation of their choice.

Assessment Type:	Presentation	% of total:	25
Assessment Date:	n/a	Outcome addressed:	2,6
Non-Marked:	No		

Assessment Description:
Students will prepare, organise and deliver an individual / group sales presentation that centres on the product of service offering of their organisation, or an organisation of their choice. The presentation will be based on a role-play scenario of delivering a sales presentation to a prospective customer.

No End of Module Assessment

No Workplace Assessment

Reassessment Requirement

Coursework Only
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

Reassessment Description
Students who do not achieve an overall pass mark in this module will be presented with a single assessment which will address all learning outcomes. This piece of assessment will be designed by the relevant member of faculty and validated by the second marker and extern.

H7MK: Marketing

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	*Workload Description*	*Hours*	*Frequency*	*Average Weekly Learner Workload*
Lecture	Classroom and demonstrations	36	Per Semester	3.00
Lecture	Independent learning	214	Per Semester	17.83
			Total Weekly Contact Hours	20.83

Module Resources

Recommended Book Resources

Armstrong, G., and Kotler P. (2020) Marketing: An Introduction, 14th Ed., Pearson.

Fahey, J. & Jobber, D. (2016). Foundations of Marketing. 6th Ed., London. McGraw-Hill.

This module does not have any article/paper resources

Other Resources

www.mie.ie.

http://www.icm.ac.uk.

http://www.iapi.ie.

http://www.prii.ie.

http://www.salesinstitute.ie.

http://www.cim.co.uk.

http://www.cipr.co.uk.

http://www.simm.co.uk.

http://www.idma.ie.

http://www.aai.ie.

http://www.asai.ie.

http://www.bci.ie.

http://www.clearcast.co.uk.

http://www.imci.ie.

http://www.imi.ie.

http://www.ibec.ie.

http://www.esri.ie.

http://www.enterprise-ireland.com.

http://www.irl.gov.ie.

http://www.cso.ie.

http://www.dubchamber.ie/.

http://www.marketing.ie.

http://www.adworld.ie.

http://www.medialive.ie.

http://www.brandrepublic.com/marketing/.

http://www.mareketingprofs.com.

http://www.prweek.com.

http://www.prwatch.org.

http://www.ireland.com.

http://www.nytimes.com.

http://www.time.com.

http://www.rte.ie/news.

http://www.business2000.ie.

http://www.businessandfinance.ie.

www.economist.com.

www.hbr.com.

www.ft.com.

Discussion Note: