

H6MAF: Marketing for Accounting & Finance

Module Code:	H6MAF
Long Title	Marketing for Accounting & Finance APPROVED
Title	Marketing for Accounting & Finance
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	COLETTE DARCY
Module Author:	MICHAEL BANE
Departments:	School of Business
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 comprehensive understanding of contemporary marketing thought and practice and how it relates to live industry incorporating accounting & financial services.
LO2	Identify and apply contemporary marketing theories, models and concepts in general business situations including financial services contexts.
LO3	Demonstrate an aptitude in basic problem solving: involving rudimentary market research: elementary marketing initiatives: 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	Programme entry requirements

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Module Content & Assessment			
Indicative Content			
Introduction to Marketing: • Evolution of the Marketing Concept & Practice • Value Creation & the Marketing Function • Scope of Marketing within the Organisation in the Age of Digital Marketing			
Analysing the Market Environment: • Analysing the Market Environment • Regulation via Governments, Financial Authorities and other Agencies • Segregating & Monitoring/Managing Micro & Macro Marketing Environments • Globalisation & Cultural Implications			
Market Research and Market Information Systems: • Fundamentals of Market Research • Market Research Tools and Systems • Sampling • Analysing Market Research • Ethical Considerations			
Consumer Behaviour: • Understanding Consumer Behaviour • the Consumer & Organisational Decision Making Process • the Importance of Digital & Contemporary Consumers			
The Segmentation Process: • The Segmentation Process & Approaches to Key Market Segments • Targeting Strategies • Positioning for Competitive Advantage			
Product and Service Decisions: • Introduction to Fundamental Product & Services Concepts/Practice • Characteristics & Value of Services • Branding & Brand Management • Product Line/Mix Decisions & Portfolio Management • New Product Development			
Pricing Decisions: • Pricing Strategies & Approaches • Ethical Considerations & Regulations			
Marketing Communications: • Introducing the Promotional Mix and the Evolution of Integrated Marketing Communications • Promotional Budgets • IMC Tools & Implications • the Importance of Digital Marketing			
Distribution and Logistics Management: • Fundamentals of Distribution & the Extended Supply Chain • Distribution Channel Structure & Implications • Channel Design and Management for the 21st Century			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3
Non-Marked:	No		
Assessment Description: Candidates are required to complete a written assignment incorporating both theoretical and application based and/or practical elements – this may be supplemented by in class presentations.			
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: 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>			
Reassessment Description Candidates will attempt the repeat assessment for the module, if they do not successfully pass the module. Learners are required to attempt all assessments attaching to a module. For those modules where all learning outcomes are assessable with a final examination, the student does not have to re-sit failed individual CA components.			

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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	Classroom and demonstrations	2	Every Week	2.00
Lecturer Supervised Learning	Mentoring and small-group tutoring	1	Every Week	1.00
Directed Learning	Directed e-learning	3	Every Week	3.00
Independent Learning	Independent learning	8	Every Week	8.00
Total Weekly Contact Hours				6.00

Module Resources	
<i>Recommended Book Resources</i>	
Fahy, J. & Jobber, D. (2019), Foundations of Marketing, 6th Ed. McGraw Hill.	
<i>Supplementary Book Resources</i>	
Hanlon, A. (2022), Digital Marketing, Strategic Planning & Integration, 2nd Ed. Sage.	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	