

H6MDI: Marketing in the Digital Age

Module Code:	H6MDI
Long Title	Marketing in the Digital Age APPROVED
Title	Marketing in the Digital Age
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	10
Module Coordinator:	MICHELE KEHOE
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 fundamental understanding of contemporary marketing thought and practice both online & offline.
LO2	Identify and discuss rudimentary marketing theories, models and concepts, as well as apply same to a range of current 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 • Understanding markets • Types of Markets • The Marketing Philosophy • The Marketing Mix			
STRATEGIC MARKETING PLANNING • Strategic Planning – Macro & Micro Frameworks • Models to Evaluate Business • Porters Value Chain Analysis • The Rise of Artificial Intelligence			
THE RISE OF THE INTERNET, SOCIAL MEDIA & FAKE NEWS • Internet and Social Media Platforms • News Consumption, Fake News, Conspiracy Theories • Digital Marketing Effects			
INVESTING IN BUSINESS, IPOS, VALUE CHAIN ANALYSIS • Investing in Businesses • IPOS, Unicorn Start-ups, M&A Activity, Industry Consolidation • The IDA Ireland			
THE CONSUMER, THE INDIVIDUAL & COMPETITOR ANALYSIS • Marketing to Generations • Customer Perception and Brand Recognition • Cognition and How We Learn • The Impact of Sleep			
STRATEGIES TO CREATE SUSTAINABLE COMPETITIVE ADVANTAGES • Red & Blue Ocean Frameworks & Strategies • Porters Generic Strategies in a Competitive Market • The Art of War – Strategies for Leaders & Followers • Marketing Myopia			
SEGMENTATION, TARGETING & POSITIONING PRINCIPLES – DATA BREACHES & NEWS • STP determining Market Attractiveness • Devising & Implementing Targeting Strategy Approaches for Competitive Positioning • Rise of Fake News, Cyber Crime, Data Breaches			
PRICING STRATEGIES AND DESIGN • How to Value Firms • Portfolios and Asset Allocation • Raymond Lowey and the MAYA Framework • Pricing Perception and Strategies			
TYPES OF DIGITAL MARKETING • B2B and B2C Marketing • Digital Marketing Types • Trends in Digital Marketing			
CRYPTOCURRENCIES • The History of Money • The Rise of Blockchain Technology • The Future of Money			
Assessment Breakdown			%
Coursework			60.00%
End of Module Assessment			40.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Project (0050)	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: The continuous assessment will consist of a project where participants are required, either in a group or individually, to critically evaluate a company or brand. This will include a comprehensive audit report, a critique on the business model, the use of a survey to approve/reject hypotheses, use and implementation of models introduced in the course material as well as a comprehensive review of any disruptive innovation engaged in by the competition. The group will be required to present their work either in class or via video presentation.			
Assessment Type:	Continuous Assessment	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Learners will complete 2 short individual essay based CAs – one per semester – that will focus on module content, underlying theory and application.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	40
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: End-of-Semester Final Examination will feature five questions reflecting the scope of the syllabus and required academic level. Typically this will be an open book exam with students expected to pre-prep material All material on the syllabus, which has been covered in lectures and tutorials, is in scope.			
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 examination for the module if they do not successfully pass the module. As all learning outcomes are assessable through the repeat 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	46	Per Semester	3.83
Independent Learning	Independent learning	202	Per Semester	16.83
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Total Weekly Contact Hours				4.83

Module Resources	
<i>Recommended Book Resources</i>	
<p>Fahy, J., Jobber, D.. (2022), Foundations of Marketing, McGraw Hill.</p> <p>Charlesworth, A.. (2021), Digital Marketing: A Practical Approach, Routledge.</p> <p>Kotler P., Kelly, K.L., Brady, M., Goodman, M. & Hansen, T. (2019), Marketing Management, 4th European Edition. Prentice Hall.</p>	
<i>Supplementary Book Resources</i>	
<p>Kotler P., Armstrong, G.. (2018), Principles of Marketing, Pearson.</p> <p>Solomon, M.. (2019), Consumer Behaviour: A European Perspective, Pearson.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Media:], Irish Times, http://www.irishtimes.com/business</p> <p>[Media:], Independent, http://www.independent.ie/business/</p> <p>[Media:], FT, http://www.ft.com</p> <p>[Media:], Economist, http://www.economist.com</p> <p>[Media:], Business and Finance, http://businessandfinance.com/</p> <p>[Media:], WSJ, http://www.wsj.com</p>	
Discussion Note:	