

H9MRK21: Marketing in the 21st Century

Module Code:	H9MRK21
Long Title	Marketing in the 21st Century APPROVED
Title	Marketing in the 21st Century
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	10
Module Coordinator:	Louise (F) Maguire
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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	Assimilate the historical development of marketing
LO2	Demonstrate a comprehensive understanding of contemporary marketing thought and practice
LO3	Critically contemplate the role that marketing plays as an organisational function, its interrelationships with other organisational functions and its role within modern institutions, not to mention on the individual and society at large.
LO4	Demonstrate an understanding of marketing ethics/sustainability as well as societal marketing principles
LO5	Encourage learners to develop an insightful and critical outlook with regards to current marketing practice
LO6	Synthesize, critically evaluate, select and apply appropriate marketing theories, models and concepts to a range of contemporary business issues
LO7	Demonstrate executive level proficiency in business problem solving, executing intermediate level market research, as well as develop their interpersonal communication and teamwork skills
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			
Opportunities and Challenges for Marketers in the 21st Century o The New Role of Marketing in a Networked World o Transactional Marketing Versus Relationship Marketing o Globalisation & Sustainable Value Chains o Marketing Agility & the Digital Environment o Reconfiguration of the Marketing Offering/Value Proposition o The Increasing Focus on Digital Branding o Marketing Ethics and Sustainability			
Strategy: From the Marketing Department to the Marketing Organisation o The Marketing Plan o Marketing Audit o Core Strategies o Competitive Strategies o Organisation, Implementation & Control			
Foundational Concepts of Marketing: Towards Values Driven Marketing o The Evolution of Marketing Thought o Sales and Transactional Marketing o Customer-Centric Marketing Relationship Marketing			
Analysing Markets & Consumers: The Growth of Research and Analytics o Environmental Scanning o Marketing Research and Market Information Systems o Consumer and Business Buyer Behaviour o Approaches to the Segmentation Process o Targeting Strategies o Positioning for Competitive Advantage			
The Marketing Mix o Product Development and Product Marketing o Services Marketing o Branding o Approaches to Pricing and Pricing Challenges o Promotion and Integrated Marketing Communications o Social Media and Digital Marketing o Distribution in a Globalised Digital Marketplace o E-Retailing: Online and Mobile			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assessment 6	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: The continuous assessment will entail the critique of contemporary marketing theory and/or models involving industry practice/practical application which will be subsequently presented & pitched in the format of poster presentations and/or written submissions. For part-time cohorts or iterations of the module where the duration of the module may take place over several weeks the assessment may involve either a hypothetical or live industry task in which students will conduct research, devise strategies/tactics and pitch their work to panel of lecturers (or industry personnel where relevant). Timed constrained assessment. Learners will be presented with an assessment requiring them to critique key marketing theories, models, dismantle and critically discuss contemporary marketing phenomena. The assessment measures an in-depth knowledge from the full spectrum of the module.(LO1-5).			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4,5,6,7
Non-Marked:	No		
Assessment Description: n/a			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination 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.			

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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	30	Per Semester	2.50
Independent Learning	Independent Learning	220	Per Semester	18.33
Total Weekly Contact Hours				2.50
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
Independent Learning	No Description	95	Every Week	95.00
Total Weekly Contact Hours				30.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Kotler, P. & Keller, K. L., Brady, M., Goodman, M., Hansen, T.,. (2019), Marketing Management, 4th European Edition. Pearson, https://ebookcentral.proquest.com/lib/ncirlie/detail.action?docID=5801047.</p> <p>Hill, M.E.,. (2012), Marketing Strategy: The Thinking Involved, Sage Publications.</p> <p>Hollensen, S.,. (2020), Marketing Management: A Relationship Approach, 4th Ed. Pearson.</p>	
<i>Supplementary Book Resources</i>	
<p>Ellis, N., Fitchett, J., Higgins, M., Jack, G., Lim, M., Saren, M. & Tadajewski, M.,. (2011), Marketing: A Critical Textbook, Sage Publications.</p> <p>Hanlon, A.,. (2022), Digital Marketing; Strategic Planning & Integration, 2nd Ed. Sage Publications..</p> <p>Solomon, M. R.,. (2021), he New Chameleons: How to Connect with Consumers who Defy Categorisation, Kogan Page.</p>	
<i>Recommended Article/Paper Resources</i>	
<p>Journal of Marketing.</p> <p>Journals and Other Resources. European Journal of Marketing.</p> <p>Journal of Marketing Research.</p> <p>Journal of Marketing and Consumer Research.</p> <p>International Journal of Research in Marketing.</p> <p>International Journal of Marketing Studies.</p> <p>The Journal of Social Marketing.</p> <p>International Journal of Internet Marketing and Advertising.</p> <p>International Journal of Online Marketing.</p> <p>International Review of Management and Marketing.</p>	
<i>This module does not have any other resources</i>	
Discussion Note:	Added two textbooks