

## H8MKMGT: Marketing Management

<b>Module Code:</b>	H8MKMGT
<b>Long Title</b>	Marketing Management <b>APPROVED</b>
<b>Title</b>	Marketing Management
<b>Module Level:</b>	LEVEL 8
<b>EQF Level:</b>	6
<b>EHEA Level:</b>	First Cycle
<b>Credits:</b>	10
<b>Module Coordinator:</b>	Danielle Mc cartan-Quinn
<b>Module Author:</b>	Patricia Maguire
<b>Departments:</b>	School of Business
<b>Specifications of the qualifications and experience required of staff</b>	Level 9 or equivalent qualification or relevant industry experience. A track record of teaching in a higher institution.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	Evaluate the role & scope of marketing as an ideology & organisational function, its interrelationships with other organisational functions and its role within modern institutions.
LO2	Critically evaluate current marketing texts and literature and demonstrate an appreciation for the appropriate context for applying this knowledge in terms of class presentations and assignments.
LO3	Investigate the internal and external factors that affect strategic marketing decisions in businesses including market fundamental measures on how to analyse performance in industry
LO4	Analyse and critically evaluate case study material to support marketing decision making, as well as assess the applicability of key marketing concepts and techniques to particular marketing issues and challenges.
LO5	Formulate, design, and implement relevant programmes of investigation in response to marketing problems.
LO6	Evaluate the role of brands, innovation, integrated marketing communications, pricing, relationships and services in creating value for customers.
LO7	Evaluate the influence of marketing actions on social processes and individual consumers including how they make decisions and how behaviours are sometimes irrational and unpredictable.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	As per programme requirements.

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Module Content & Assessment			
<b>Indicative Content</b>			
<b>INTRODUCTION TO MARKETING MANAGEMENT</b> Understanding markets Types of Markets The Marketing Philosophy The Marketing Mix			
<b>STRATEGIC MARKETING PLANNING</b> Strategic Planning – Macro & Micro Frameworks Models to Evaluate Business Market Fundamentals The Rise of Artificial Intelligence			
<b>THE RISE OF THE INTERNET, SOCIAL MEDIA &amp; FAKE NEWS</b> Internet and Social Media Platforms News Consumption, Fake News, Conspiracy Theories Impact Nature of Data Breaches on Business Digital Marketing Effects			
<b>INVESTING IN BUSINESS, IPOs, VALUE CHAIN ANALYSIS &amp; SURVEYS</b> Investing in Businesses IPOs, Unicorn Start-ups, M&A Activity, Industry Consolidation Porters Value Chain Analysis			
<b>THE CUSTOMER, THE INDIVIDUAL &amp; COMPETITOR ANALYSIS</b> Marketing to Generations Customer Perception and Brand Recognition Cognition and How We Learn & the Impact of Sleep The Research Cycle and the Use of Surveys			
<b>STRATEGIES TO CREATE SUSTAINABLE COMPETITIVE ADVANTAGES</b> The Art of War – Sun Tzu Strategies for Market Leaders to Expand Strategies for Market Leaders to Defend Strategies for Challengers to Expand			
<b>SEGMENTATION, TARGETING &amp; POSITIONING PRINCIPLES</b> STP determining Market Attractiveness Devising & Implementing Targeting Strategy Approaches for Competitive Positioning			
<b>COMPETITIVE MARKETS &amp; CUSTOMER SERVICE</b> Red and Blue Ocean Environments Porters Generic Strategies for Competition Marketing Myopia Concept			
<b>Assessment Breakdown</b>			<b>%</b>
Coursework			50.00%
End of Module Assessment			50.00%
<b>Assessments</b>			
<b>Full Time</b>			
<b>Coursework</b>			
<b>Assessment Type:</b>	Continuous Assessment	<b>% of total:</b>	50
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5,6,7
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> The continuous assessment will consist of a project where participants are required, either in the 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.			
<b>End of Module Assessment</b>			
<b>Assessment Type:</b>	Terminal Exam	<b>% of total:</b>	50
<b>Assessment Date:</b>	End-of-Semester	<b>Outcome addressed:</b>	1,2,3,4,5,6,7
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> 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			
<b>Reassessment Requirement</b>			
<b>Repeat examination</b> <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>			

## H8MKMGT: Marketing Management

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
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	Independent learning	202	Per Semester	16.83
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Kotler P., Kelly, K.L., Brady, M., Goodman, M. &amp; Hansen, T. (2019), Marketing Management, 4th European Edition. Prentice Hall.</p> <p>Mullins, J., Walker, O. &amp; Boyd, H. (2012), Marketing Management: A Strategic Decision Making Approach, McGraw Hill.</p> <p>Solomon, M. R. (2019), Consumer Behaviour: Buying, Having and Being, Global Edition, 13th ed. Pearson.</p>	
<i>Supplementary Book Resources</i>	
<p>Kotler P., Armstrong, G. (2018), McGraw- Hill, Pearson.</p> <p>Ries, A., Kotler P., Trout, J. (2001), Positioning: The Battle for Your Mind, McGraw- Hill.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Website], <a href="http://www.irishtimes.com/business">http://www.irishtimes.com/business</a>.</p> <p>[Website], <a href="http://www.independent.ie/business/">http://www.independent.ie/business/</a>.</p> <p>[Website], <a href="http://www.ft.com">www.ft.com</a>.</p> <p>[Website], <a href="http://www.economist.com">www.economist.com</a>.</p> <p>[Website], <a href="http://businessandfinance.com/">http://businessandfinance.com/</a>.</p> <p>[Website], <a href="http://www.wsj.com">www.wsj.com</a>.</p>	
Discussion Note:	