

## H6MRKT: Marketing

Module Code:	H6MRKT
Long Title	Marketing <b>APPROVED</b>
Title	Marketing
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	10
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
<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	LO 1. Demonstrate a fundamental understanding of contemporary marketing thought and practice.
LO2	LO 2. Recognise how marketing applies to major business functions and underlies the multi-disciplinary nature of any organisation.
LO3	LO 3. Identify and discuss rudimentary marketing theories, models and concepts, as well as, apply same to a range of contemporary business issues.
LO4	LO 4. Demonstrate competency in problem solving, fundamental market research, developing elementary marketing plans, interpersonal communication and teamwork skills.
LO5	LO 5. Develop a broad range of fundamental and transferable skills required at the junior level of commercial and/or non commercial practice.
LO6	LO 6. Illustrate their interpersonal, written and presentation skills through a combination of group work and class presentations.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

# H6MRKT: Marketing

Module Content & Assessment	
Indicative Content	
<b>Introduction to Marketing</b> Evolution of the Marketing Concept The Marketing Mix Scope of Marketing Not for Profit Marketing Planning Marketing Activity	
<b>Analysing Market Opportunities</b> Analysing the Market Environment Gathering Marketing Information Market Research and Market Information Systems Consumer and Business Buyer Behaviour	
<b>The Segmentation Process</b> The Segmentation Process Targeting Strategies Positioning for Competitive Advantage	
<b>Product and Service Decisions</b> Introduction to Fundamental Product Concepts Product, Branding, Packaging and Labelling Management Product Line and Mix Decisions Product Life Cycle Management	
<b>Pricing Decisions</b> Factors Influencing Pricing General Pricing Approaches Price Adjustment	
<b>Pricing Decisions</b> Factors Influencing Pricing General Pricing Approaches Price Adjustment	
<b>Distribution and Logistics Management</b> Fundamentals of Distribution Distribution Channel Structure Channel Design and Management	
<b>Marketing Communications</b> Introducing the Promotional Mix and the Evolution of Integrated Marketing Communications Setting the Promotional Mix Budget Advertising Public Relations Sales Promotion Personal Selling Direct Marketing	
<b>Marketing Planning &amp; Strategy</b> Marketing Planning Marketing Audit Marketing Strategies Organisation & Implementation	
Assessment Breakdown	%
Coursework	30.00%
End of Module Assessment	70.00%
Assessments	
Full Time	
Coursework	
Assessment Type:	Assignment
Assessment Date:	Sem 1 End
Non-Marked:	No
Assessment Description:	Project
%	
% of total:	30
Outcome addressed:	1,2,3,4,5,6
End of Module Assessment	
Assessment Type:	Terminal Exam
Assessment Date:	End-of-Semester
Non-Marked:	No
Assessment Description:	End-of-Semester Final Examination
%	
% of total:	70
Outcome addressed:	1,2,3,4,5,6
No Workplace Assessment	

## H6MRKT: Marketing

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	4	Every Week	4.00
Tutorial	9 hrs per semester	1	Every Week	1.00
Total Weekly Contact Hours				5.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	4	Every Week	4.00
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
Jobber & Fahy. (2012), Foundations of Marketing, 4th. Euro Eds Originals, [ISBN: 0077137019].	
<i>Supplementary Book Resources</i>	
<p>Rogan, D., (2007), Marketing, An Introduction for Learners in Ireland,. 3rd Edition, Gill &amp; Macmillan.</p> <p>Stone, M. &amp; Desmond, J., (2007), Fundamentals of Marketing. 1st Edition, Routledge..</p> <p>Armstrong, G., Kotler, P., Harker, M. &amp; Brennan, R., (2009),. Introduction to Marketing, Prentice Hall..</p> <p>Brassington, F., &amp; Pettitt, S. (2006), Principles of Marketing, 4th ed. , Prentice Hall.</p> <p>Blythe, J. (2008), Essentials of Marketing, 4th ed. Prentice Hall.</p> <p>Murray, J.A. &amp; O'Driscoll, A.,. (1999), Managing Marketing; Concepts and Irish Cases,, 2nd ed. , Gill &amp; Macmillan..</p> <p>Klein, N. (2004), No Logo, Picador..</p> <p>Walker, R.,. (2008), I'm With the Brand: The Secret Dialogue Between What We Buy and Who We Are,, , Constable Publishing..</p> <p>Heath, J. &amp; Potter, A.. (2006), The Rebel Sell: How the Counter Culture Became Consumer Culture,, Capstone.</p> <p>Ries, A. &amp; Trout, J.,. (2001), Positioning: The Battle for Your Mind, 2nd edition. McGraw-Hill Professional.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	