

## H7MK: Marketing

Module Code:	H7MK
Long Title	Marketing <b>APPROVED</b>
Title	Marketing
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	DESMOND GARGAN
Module Author:	Sarah Duignan
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	Explain fundamental marketing and sales concepts and principles
LO2	Distinguish the principles and practices of selling and show an understanding of its importance as part of the marketing mix
LO3	Illustrate the basics of pricing, distribution, segmentation and a range of sales and marketing options
LO4	Discuss the scope of marketing within organisations including decision making processes, segmentation, the role of market
LO5	Evaluate and apply appropriate concepts and techniques to relevant marketing problems and situations including digital
LO6	Organise and conduct sales presentations, as well as planning and implementing sales management campaigns
<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 (outlined in 4.2.2 Minimum requirements for general learning)

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Module Content & Assessment			
<b>Indicative Content</b>			
<b>Introduction to Marketing</b> Evolution of the marketing concept The marketing environment			
<b>Customer Behaviour</b> Consumer and Business buyer behaviour The decision making process Influences on consumer decision making			
<b>Market Research</b> Categorising research methods and marketing information Qualitative versus quantitative research Scope of market research and market information systems			
<b>Segmentation Targeting and Positioning</b> Types of markets and the segmentation process Targeting strategies Positioning for competitive advantage			
<b>Product and Service Decisions</b> Introduction to basic product concepts Packaging and labelling Branding and brand management Product line and mix decision Product life cycle management			
<b>Pricing decision</b> Factors influencing pricing General pricing approaches			
<b>Distribution and logistics management</b> Distribution channel structure Channel design and management Physical distribution Online design and distribution			
<b>Marketing communications</b> Creating effective communications Organising and managing the promotional mix Advertising Public Relations Sales Promotion Direct Marketing Strategy Digital marketing and Selling			
<b>Personal selling and Sales Management</b> Defining the sales role The Role of selling within marketing Sales settings and strategies			
<b>Planning Sales Presentations</b> Objectives for the presentation Sales techniques (features, advantages and benefits) Presentation structure, style and behaviour Organising visual materials Managing audience interaction Determining and handling substantive issues Dealing with objectives Concluding the presentation and closing the sale			
<b>Assessment Breakdown</b>			<b>%</b>
Coursework			100.00%
Assessments			
Full Time			
<b>Coursework</b>			
<b>Assessment Type:</b>	Continuous Assessment	<b>% of total:</b>	75
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5,6
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Project A 2,000 2,500 (not including bibliography and appendices), individual/group project which should develop a marketing and sales management programme to overcome a marketing based problem in their organisation, or an organisation of their choice.			
<b>Assessment Type:</b>	Presentation	<b>% of total:</b>	25
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	2,6
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Students will prepare, organise and deliver an individual / group sales presentation that centres on the product of service offering of their organisation, or an organisation of their choice. The presentation will be based on a role-play scenario of delivering a sales presentation to a prospective customer.			
No End of Module Assessment			
No Workplace Assessment			
<b>Reassessment Requirement</b>			
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
<b>Reassessment Description</b> Students who do not achieve an overall pass mark in this module will be presented with a single assessment which will address all learning outcomes. This piece of assessment will be designed by the relevant member of faculty and validated by the second marker and extern.			

## H7MK: Marketing

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
Lecture	Independent learning	214	Per Semester	17.83
Total Weekly Contact Hours				20.83

Module Resources	
<i>Recommended Book Resources</i>	
<p>Armstrong, G., and Kotler P. (2020) Marketing: An Introduction, 14th Ed., Pearson.</p> <p>Fahey, J. &amp; Jobber, D. (2016). Foundations of Marketing. 6th Ed., London. McGraw-Hill.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p> <a href="http://www.mie.ie">www.mie.ie</a>.  <a href="http://www.icm.ac.uk">http://www.icm.ac.uk</a>.  <a href="http://www.iapi.ie">http://www.iapi.ie</a>.  <a href="http://www.prii.ie">http://www.prii.ie</a>.  <a href="http://www.salesinstitute.ie">http://www.salesinstitute.ie</a>.  <a href="http://www.cim.co.uk">http://www.cim.co.uk</a>.  <a href="http://www.cipr.co.uk">http://www.cipr.co.uk</a>.  <a href="http://www.simm.co.uk">http://www.simm.co.uk</a>.  <a href="http://www.idma.ie">http://www.idma.ie</a>.  <a href="http://www.aai.ie">http://www.aai.ie</a>.  <a href="http://www.asai.ie">http://www.asai.ie</a>.  <a href="http://www.bci.ie">http://www.bci.ie</a>.  <a href="http://www.clearcast.co.uk">http://www.clearcast.co.uk</a>.  <a href="http://www.imci.ie">http://www.imci.ie</a>.  <a href="http://www.imi.ie">http://www.imi.ie</a>.  <a href="http://www.ibec.ie">http://www.ibec.ie</a>.  <a href="http://www.esri.ie">http://www.esri.ie</a>.  <a href="http://www.enterprise-ireland.com">http://www.enterprise-ireland.com</a>.  <a href="http://www.irl.gov.ie">http://www.irl.gov.ie</a>.  <a href="http://www.cso.ie">http://www.cso.ie</a>.  <a href="http://www.dubchamber.ie/">http://www.dubchamber.ie/</a>.  <a href="http://www.marketing.ie">http://www.marketing.ie</a>.  <a href="http://www.adworld.ie">http://www.adworld.ie</a>.  <a href="http://www.medialive.ie">http://www.medialive.ie</a>.  <a href="http://www.brandrepublic.com/marketing/">http://www.brandrepublic.com/marketing/</a>.  <a href="http://www.mareketingprofs.com">http://www.mareketingprofs.com</a>.  <a href="http://www.prweek.com">http://www.prweek.com</a>.  <a href="http://www.prwatch.org">http://www.prwatch.org</a>.  <a href="http://www.ireland.com">http://www.ireland.com</a>.  <a href="http://www.nytimes.com">http://www.nytimes.com</a>.  <a href="http://www.time.com">http://www.time.com</a>.  <a href="http://www.rte.ie/news">http://www.rte.ie/news</a>.  <a href="http://www.business2000.ie">http://www.business2000.ie</a>.  <a href="http://www.businessandfinance.ie">http://www.businessandfinance.ie</a>.  <a href="http://www.economist.com">www.economist.com</a>.  <a href="http://www.hbr.com">www.hbr.com</a>.  <a href="http://www.ft.com">www.ft.com</a>. </p>	
Discussion Note:	