H6IM: Introduction to Marketing

Module Code:	H6IM
Long Title	Introduction to Marketing APPROVED
Title	Introduction to Marketing
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	

Learning Outcomes

On successful completion of this module the learner will be able to:

#	Learning Outcome Description
LO1	Demonstrate a fundamental understanding of contemporary marketing thought and practice.
LO2	Identify and discuss rudimentary marketing theories, models and concepts, as well as, apply same to a range of contemporary 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 Evolution of the Marketing Concept & Practice Scope of Marketing within the Organisation
Analysing the Market Environment Analysing the Market Environment Market Research and Market Information Systems Consumer and Business Buyer Behaviour
The Segmentation Process The Segmentation Process Targeting Strategies Positioning for Competitive Advantage
Product and Service Decisions Introduction to Fundamental Product & Services Concepts/Practice Branding & Brand Management Product Line and Mix Decisions New Product Development
Pricing Decisions Factors Influencing Pricing Pricing Approaches & Tactics
Distribution and Supply Chain Management Fundamentals of Distribution Distribution Channel Structure Channel Design and Management
Marketing Communications Introducing the Promotional Mix and the Evolution of Integrated Marketing Communications Promotional Budgets • IMC Tools & Implications
Marketing Planning & Strategy Marketing Auditing & Planning Approaching Marketing Strategy, Implementation & Control

Assessment Breakdown	%
Coursework	50.00%
End of Module Assessment	50.00%

Assessments

Full Time

Coursework

Assessment Type:	Project	**% of total:**	50
Assessment Date:	Week 10	**Outcome addressed:**	1,2,3,4
Non-Marked:	No		

Assessment Description:
Team Project (50%): Learners will be asked to analyse a selected marketing issue and compile a report or marketing plan which should incorporate a significant element of rudimentary market research and basic literature/trade review. This case in marketing education will be primarily linked to the technique's ability to bridge the gap between marketing theory and practical situations, thus allowing learners to apply the concepts they have learned in the programme of study. The learner will be expected to make marketing decisions about the case in a logical, objective and structured way. (LO1, LO2, LO3 and LO4).

End of Module Assessment

Assessment Type:	Terminal Exam	**% of total:**	50
Assessment Date:	End-of-Semester	**Outcome addressed:**	1,2,3,4
Non-Marked:	No		

Assessment Description:
End-of-Semester Final Examination

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	No Description	2	Every Week	2.00
Tutorial	Project & Class Review	1	Every Week	1.00
Independent Learning	No Description	7.5	Every Week	7.50
			Total Weekly Contact Hours	3.00

Workload: Part Time

Workload Type	*Workload Description*	*Hours*	*Frequency*	*Average Weekly Learner Workload*
Lecture	No Description	2	Every Week	2.00
Tutorial	No Description	1	Every Week	1.00
Independent Learning	No Description	89	Every Week	89.00
			Total Weekly Contact Hours	3.00

Module Resources

Recommended Book Resources

John Fahy. (2012), Foundations of Marketing, 4. Euro Eds Originals, p.432, [ISBN: 0077137019].

Supplementary Book Resources

Dave Chaffey, PR Smith. (2014), Emarketing Excellence, 4. Routledge, p.640, [ISBN: 9780415533379].

Frances Brassington. Essentials of Marketing, 3. Pearson Academic, p.624, [ISBN: 9780273727644].

Paul Baines. (2014), Marketing, 3. Oxford, [ISBN: 9780199659531].

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note:	