

H6FM: Fundamentals of Marketing

Module Code:	H6FM	
Long Title	Fundamentals of Marketing APPROVED	
Title	Fundamentals of 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		
Learning Outcomes		
<i>On successful completion of this module the learner will be able to:</i>		
#	Learning Outcome Description	
LO1	Demonstrate a fundamental understanding of contemporary marketing thought and practice.	
LO2	Recognise how marketing applies to major business functions and underlies the multi-disciplinary nature of any organisation, this will include services marketing especially for organisations where services constitute the significant market offering.	
LO3	Identify and discuss rudimentary marketing theories, models and concepts, as well as, apply same to a range of contemporary business issues.	
LO4	Demonstrate competency in problem solving, fundamental market research, developing elementary marketing plans, interpersonal communication and teamwork skills.	
LO5	Develop a broad range of fundamental and transferable skills required at the junior level of commercial and/or noncommercial practice.	
LO6	Illustrate their interpersonal, written and presentation skills through a combination of group work and class presentations.	
Dependencies		
Module Recommendations		
69746	H6FM	Fundamentals of Marketing
Co-requisite Modules		
No Co-requisite modules listed		
Entry requirements		

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Module Content & Assessment			
Indicative Content			
Introduction to Marketing o Evolution of the Marketing Concept & Practice o Ethical & Sustainable Practice o Digital Immigrants versus Digital Natives o The Marketing Mix o Scope of Contemporary Marketing o Not for Profit Marketing			
Planning Marketing Activity o Introduction to Marketing Planning & Analysis o Analysing the Market Environment o Implementing SLEPT/PESTLE Analysis			
Market Research o The Market Research Process o Exploratory, Descriptive & Causal Research o Data Collection Methods & Tools o Sampling Methods & Practice o Analysis & Decision Making o Market Information Systems o Ethical Practice			
Consumer and Business Buyer Behaviour o The Decision-Making Process o Influences on Decision Making o Social Media Influencer Marketing & the Contemporary Consumer			
The Segmentation, Targeting & Positioning Process o Segmenting Approaches & Bases o Targeting Strategies & Implementation o Positioning (& Repositioning) for Competitive Advantage			
Introduction to Fundamental Product Concepts o Introduction to Value Propositions o Services Marketing Concepts and Frameworks o Experiential Marketing o Product Marketing, o Branding & Managing Brand Portfolios, o Packaging and Labelling Management o Product Line and Mix Decisions o Product Life Cycle Management o New Product Development			
Pricing Decisions o Approaches to Contemporary Pricing o Factors Influencing Pricing o Price Adjustment/Managing Price Changes			
Distribution and Logistics Management o Distribution Channels Strategy & Structures o Distribution Channel Types & Approaches o Channel Design for the Contemporary Consumer			
Promotional Mix (IMC) o Evolution of Integrated Marketing Communications o Planning & Implementing Promotional Campaigns o Advertising o Public Relations o Sales Promotion o Personal Selling o Direct Marketing o Digital Marketing			
Marketing Planning & Strategy o Marketing Auditing & Planning o Marketing Strategies o Organisation & Implementation			
Assessment Breakdown	%		
Coursework	50.00%		
End of Module Assessment	50.00%		
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,6
Non-Marked:	No		
Assessment Description: The continuous assessment may involve either a hypothetical or live industry task in which students will enact research, devise strategies/tactics and pitch their work to panel of lecturers (or industry personnel where relevant). There will also be a written report element which will outline all the above effort. Timed constrained assessment. Learners will be presented with an assessment requiring them to explain/apply key marketing theories, models and discuss contemporary marketing phenomena.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: The assessment measures an in-depth knowledge from the full spectrum of the module.(LO1-6).			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <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>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	No Description	36	Per Semester	3.00
Tutorial	No Description	12	Per Semester	1.00
Independent Learning	No Description	202	Per Semester	16.83
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>John Fahy, David Jobber. (2022), Foundations of Marketing, 7th. McGraw Hill. or e-book version; https://library.ncirl.ie/items/33068?query=author%3A%28Jobber%2C+David%29&resultsUri=items%3Fquery%3Dauthor%253A%2528Jobber%252C%2BDavid%2529 (available in NCI repository).</p>	
<i>Supplementary Book Resources</i>	
<p>Hanlon, A.. (2022), Digital Marketing; Strategic Planning & Integration, 2nd Ed. Sage.</p> <p>Baines, P., Rosengren, S., & Antonetti, P.. (2022), Marketing, 6th Ed. Oxford University Press..</p> <p>Selected academic articles should be distributed by the Lecturer via Moodle or WARC on the NCI library portal (or relevant repository)..</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	