

Short Title:	Marketing APPROVED
Full Title:	Marketing
Language of Instruction:	English

Module Code:	MKTG H2014
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Credits:	5
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Field of Study:	Management and administration
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Module Delivered in	6 programme(s)
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Reviewed By:	Christine Nangle
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Module Author:	ELIZABETH DOWNES
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Module Description:	The aim of this module is to enable the student to gain an appreciation of theory and practical application of marketing fundamentals. It uses a combination of text concepts, application processes and cases to develop students understanding of the marketing environment. In addition, the module aims to structure their thinking when analyzing a commercial situation and enable students to cover the major issues when undertaking a review of marketing activity.
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Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Demonstrate the value and importance of having a customer orientation and understand the impact of buyer behaviour in marketing decision making.
LO2	Describe market research and how technology is used to undertake market research.
LO3	Demonstrate a basic understanding of strategic marketing decision processes in particular evaluating the external marketing environment and applying segmentation, targeting and positioning strategies.
LO4	Describe each element of the marketing mix (Product/Price/Place/Promotion) and apply case study examples to marketing mix decisions.
LO5	Describe the key challenges / trends in marketing today.

Module Content & Assessment

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Continuous Assessment	The continuous assessment will typically take the form of an individual or group project or in-class assessment that will assess the student's appreciation of theory and practical application of marketing fundamentals	1,2,3,4,5	30.00	n/a

End of Module Formal Examination				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Formal Exam	End-of-Semester Final Examination	1,2,3,4,5	70.00	End-of-Semester

TU Dublin – Tallaght Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class Based Instruction	3.00	Every Week	3.00
Independent Learning	Reading/Study	6.00	Every Week	6.00
Total Weekly Learner Workload				9.00
Total Weekly Contact Hours				3.00

This module has no Part Time workload.

Module Resources

Required Book Resources

Dibb, S., Simkin, L., Pride, W., Ferrell, O. 2016, *Marketing concepts and Strategies*, 7th ed Ed., 24, Cengage United Kingdom [ISBN: 1-4737-2512-6]

Recommended Book Resources

Kotler, P., Armstrong, G. 2018, *Principles of Marketing*, 17th ed Ed., 20, Pearson Harlow, UK [ISBN: 978-013308404]

Charles W. Lamb, Joe F. Hair, Carl McDaniel 2015, *MKTG 9*, 9th ed Ed., Cengage UK [ISBN: 1-285-86016-0]

This module does not have any article/paper resources

Other Resources

WARC Library database: WARC *Marketing trends & cases*

<http://library.ittdublin.ie/er.html#w>

Daily news feeds on company marketing activities: NY Times / SBP / Irish Times / Inc 2018, *Relevant case / marketing news*

Module Delivered in

Programme Code	Programme	Semester	Delivery
TA_BAACC_B	Bachelor of Business (Honours) in Accounting & Finance	3	Mandatory
TA_BAMNG_B	Bachelor of Business (Honours) in Management	4	Mandatory
TA_BITNL_B	Bachelor of Business (Hons) International Business	3	Elective
TA_BAACC_D	Bachelor of Business in Accounting & Finance	3	Mandatory
TA_BAMNG_D	Bachelor of Business in Management	4	Mandatory
TA_BADMN_C	Higher Certificate in Business in Business Administration	4	Mandatory