

Module Documentation



MARK06020

Introduction to Marketing

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MARK06020

Introduction to Marketing

Short Title	Introduction to Marketing
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Full Title	Introduction to Marketing
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Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
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Coordinator	Celene Dunphy	Department	Business, Humanities and Tech
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Official Code	MARK06020	NFQ Level	06	ECTS Credit	05
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Module Description

The aim of this module is to introduce students to the discipline and practice of marketing.

Learning Outcomes

On completion of this module the learner will/should be able to

1. demonstrate a broad introductory knowledge and understanding of the key concepts of marketing.
2. explain the role of marketing in the obtainment of organisational objectives.
3. apply basic marketing theory to well defined situations.
4. formulate solutions to basic marketing problems.

Assessment Strategies

Assessments will be designed to encourage effective learning and measure progress towards the attainment of intended learning outcomes. In the continuous assessment, students will apply marketing theory in a defined situation and formulate solutions to basic marketing problems.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

Introduction

The marketing concept; the evolution of marketing; the role and importance of marketing in a variety of organisations; the marketing process and the marketing mix.

The Marketing Environment

The marketing environment of the organisation; identifying, analysing and responding to forces in the marketing environment.

Buyer Behaviour

Consumer buying behaviour; the consumer buying decision process; factors influencing the consumer buying decision process.

Market Segmentation and Targeting

Nature of segmentation; advantages of market segmentation; bases for segmenting markets; target marketing and positioning; role of marketing research.

The Marketing Mix

Product Decisions:- Nature and characteristics of products; product line and product mix decisions; product life cycle; branding and packaging.

Price and Pricing Policy:- Pricing objectives; price and business strategy; factors influencing pricing decisions; approaches to pricing.

The Promotional Mix:- Role and objectives of promotion; communication process; elements of the promotional mix and their uses.

Marketing Channel Decisions:- The nature, functions, types and structure of marketing channels; selection of channels and channel decisions.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
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End of Semester / Year Formal Examination	70 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Project	1,2,3,4	30	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4	70	End of Term

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lectures	3	Weekly	3.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

MAIN TEXTS:

Linehan, M., Cadogan, T., (2011) Make that Grade Marketing, 4th Ed., Gill and MacMillan.

Rogan, D. (2011) Marketing - An Introduction for Students in Ireland. 4th Ed., Dublin. Gill and Macmillan.

SUPPLEMENTARY READING:

Jobber, D. (2010) Principles and Practices of Marketing. 6th Ed. London: McGraw Hill.

Kotler, P. Armstrong G.,(2012) Principles of Marketing. 14th Ed. London: Prentice Hall Europe.

Dibb, Simkin, Pride and Ferrell. (2012) Marketing: Concepts and Strategies 6th Ed. Boston. Houghton Mifflin.

Module Alternate Book Resources

None

Module Other Resources

None

Module URLs

None

Additional Information

None

Approval Information

School Approval by Nicola Griffin on 20-07-2012

Academic Council on 20-07-2012

Programme Membership

Code	Intake Year	Programme Title
GA_HOELC_B07	201200	Bachelor of Arts in Outdoor Education and Leisure
GA_KDMSC_H08	201200	Bachelor of Science (Honours) in Digital Media and Society
GA_BBUSC_B07	201200	Bachelor of Business
GA_HHERC_B07	201200	Bachelor of Arts in Heritage Studies
GA_BAFMC_B07	201200	Bachelor of Arts in Accounting & Financial Mgmt

GA_BCOMC_C06	201200	Higher Certificate in Business in Computer Applications
GA_BHRMC_B07	201200	Bachelor of Arts in Human Resource Management
GA_ACAPC_B07	201400	Bachelor of Arts in Contemporary Art Practices
GA_BBUSC_B07	201600	Bachelor of Business in Business
GA_KDMSC_H08	201500	Bachelor of Science (Honours) in Digital Media and Society
GA_BAFMC_B07	201500	Bachelor of Arts in Accounting and Financial Management
GA_BICTC_C06	201500	Higher Certificate in Business with Administration and ICT Skills
GA_BBUSI_B07	201500	Bachelor of Business
GA_HOELC_B07	201500	Bachelor of Arts in Outdoor Education and Leisure
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BHUMA_B07	201500	Bachelor of Arts in Human Resource Management
GA_BBUAG_H08	201500	Bachelor of Business (Honours)
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_BBUSG_B07	201500	Bachelor of Business
GA_BBUSI_C06	201500	Higher Certificate in Business
GA_HCETC_B07	201500	Bachelor of Arts in Culture and Environment (with Tourism)
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BFING_H08	201500	Bachelor of Business (Honours) in Finance and Economics
GA_BWITH_H08	201500	Bachelor of Business (Honours) with a European Language
GA_BRURA_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-business
GA_HHEAC_H08	201500	Bachelor of Arts (Honours) in Heritage Studies
GA_HOEAC_H08	201400	Bachelor of Arts (Honours) in Outdoor Education
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship
GA_BFING_B07	201500	Bachelor of Business in Finance
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BRURA_B07	201500	Bachelor of Business in Rural Enterprise and Agri-business
GA_BRURA_C06	201500	Higher Certificate in Business in Rural Enterprise and Agri-business
GA_BHUMA_B07	201500	Bachelor of Business in Human Resources
GA_BWITH_B07	201500	Bachelor of Business with a European Language
GA_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources
GA_BBISG_B07	201500	Bachelor of Science in Business Information

		Systems
GA_BBUSI_H08	201500	Bachelor of Business (Honours)
GA_BBUAC_H08	201500	Bachelor of Business (Honours)
GA_BBUSC_B07	201500	Bachelor of Business
GA_HOEAC_H08	201500	Bachelor of Arts (Honours) in Outdoor Education
GA_KDIGI_H08	201600	Bachelor of Science (Honours) in Digital Media and Society
GA_BRUAG_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
GA_BRUAG_B07	201500	Bachelor of Business in Rural Enterprise and Agri-Business
GA_BAGRI_C06	201500	Higher Certificate in Business in Agriculture
GA_SAGAG_H08	201600	Bachelor of Science (Honours) in Agriculture and Environmental Management
GA_SAGRG_B07	201500	Bachelor of Science in Agriculture and Environmental Management
GA_SAGRI_C06	201500	Certificate in Agriculture
GA_BACCO_H08	201600	Bachelor of Business (Honours) in Accounting
GA_HHEAC_H08	201600	Bachelor of Arts (Honours) in Heritage Studies
GA_HHIST_H08	201600	Bachelor of Arts (Honours) in History and Geography
GA_SAGAG_H08	201600	Bachelor of Science (Honours) in Agriculture and Environmental Management