

MARK06033 Introduction to Marketing for Small Medium Enterprises

Full Title	Introduction to Marketing for Small Medium Enterprises		
Status	Uploaded to Banner	Start Term	2019
NFQ Level	06	ECTS Credits	05
Module Code	MARK06033	Duration	Semester - (13 Weeks)
Grading Mode	Numeric	Department	Business, Humanities and Tech
Module Author	Declan Hoban		
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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.

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.

Teaching and Learning Strategy

- This module may be delivered in blended learning and mixed delivery mode.
- Flipped learning approaches. e.g. class notes will be made available on Moodle
- Hands on instructions
- The use of YouTube videos to illustrate examples on a continuous basis of topics covered on the course.
- Online learning and class lecturers.

- Use of computer laboratories for practical classes.
- Guest speakers.
- Student feedback in relation to progression on the programme.

Assessment Strategy

Group Project = 80%

Group Presentation 20%

Repeat Assessment Strategies

In line with GMIT's Academic Code of Practice , Number 3, students will be provided with the opportunity to repeat their continuous assessment

Decisions on the nature of assessment will be linked to deficiencies in reaching particular learning outcomes.

The repeat continuous assessment may take the form of a written assessment, project or other relevant assessment.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Group Project	80 %	Week 10	1,2,3,4
Practical Evaluation	Group Presentation	20 %	Week 10	1,2,3,4

Blended Delivery Mode Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Online Learning	Blended delivery via live interactive video, webinars and recordings	Not Specified	2	Weekly	2.00
Lecture	Lecturers and practical classes	Not Specified	4	Monthly	1.00

Required Reading Book List

Tuten, L., (2019). *Principles of Marketing for a Digital Age*. 1st Edition. Sage Publications Ltd..

Elliott, G., (2018). *Marketing*.
ISBN 0730363244 ISBN-13 9780730363248

Kotler, T., (2017). *Principles of marketing*. Pearson Higher Education.
ISBN 1292220171 ISBN-13 9781292220178

Recommended Reading Book List

Gary, P., (2017). *Marketing*. Pearson.
ISBN 013478734X ISBN-13 9780134787343

Piercy, F., (2016). *Principles of Marketing European Edition*.
ISBN 1292092890 ISBN-13 9781292092898

Ferrell, O C., (2017). *Marketing Principles with Student Resource Access 12 Months*. Cengage AU.
ISBN 9780170386180 ISBN-13 017038618X

David, F., (2016). *Principles and Practice of Marketing*.
ISBN 0077174143 ISBN-13 9780077174149

Rogan, D., (2011). *Marketing*. Gill & MacMillan.
ISBN 0717149811 ISBN-13 9780717149810

Margaret, T., (2011). *Make That Grade Marketing*. Gill Education.
ISBN 071714982X ISBN-13 9780717149827

Programme Membership

