

Module Documentation



MARK06025

Applied Principles of Marketing

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MARK06025

Applied Principles of Marketing

Short Title	Applied Principles of Mkting		
Full Title	Applied Principles of Marketing		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Lorna Moynihan	Department	Business
Official Code	MARK06025	NFQ Level	06
		ECTS Credit	05

Module Description

This module provides students with a comprehensive applied grounding in the core marketing concepts, theories and principles. The core marketing concepts such as segmentation, targeting and positioning as well as the marketing mix is also dealt with in detail. The aim of this module is to develop in students a critical understanding and appreciation of the role that marketing can play, specifically in the organisation-customer interface and more broadly, in society.

Learning Outcomes

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

1. Examine and appreciate the components of the marketing environment and the impact of environmental change, ethics and social responsibility on marketing decisions.
2. Develop an applied understanding of buyer behaviour roles and patterns in the contexts of consumer, industrial and services buying situations.
3. Understand the process of market segmentation and the concept of target market positioning.
4. Identify and apply the elements of the marketing mix to practical business situations
5. Explore the steps in the marketing planning process.

Teaching and Learning Strategies

A variety of techniques will be used to enhance the students learning in this module. These include lecture, discussion, cases, inclass group activities. Class lectures will be supplemented with tutorials where students will have opportunities to apply marketing theory to a business environment with the use of mini case studies to illustrate real time marketing issues. The student will be encouraged to develop critical thinking through the tutorial and lecture schedule in place.

Assessment Strategies

Students will complete an end of year exam that will test their knowledge and their ability to apply their knowledge. They will also complete a piece of continuous assessment during the semester. The assessment type will be reviewed annually with the external examiner. Previous examples of assessments include a multiple choice exam or a group presentation.

Repeat Assessment Procedures

The assessment for repeating students is a written exam

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

The Marketing Environment:

- The marketing environment of the firm.
- The forces in the Irish marketing environment
- The "micro" and "macro" environments
- Social responsibility and ethics in marketing.

Markets and Market Segmentation:

- What are markets?
- Consumer, industrial and service markets.
- Market segmentation, targeting and positioning.
- Segmentation bases.
- Uses and constraints of segmentation.

Buyer Behaviour:

- Consumer versus organisational purchase behaviour.
- Buyer characteristics affecting consumer behaviour.
- Situational, psychological and social influences on the consumer.

Marketing Mix Decisions:

Product Decisions

- What is a product? Product Types

- Branding, Packaging & Labelling.
- The product life cycle.
- New product development.

Pricing Decisions

- Factors to consider when setting prices.
- Pricing objectives.
- Pricing policy.

Distribution Decisions

- Channel decisions.
- Functions of distributors.
- Technology and trends in distribution.

Promotion Decisions

- The promotion mix and factors that influence the promotion mix.

Marketing Application

- Application of Marketing concepts and techniques to Business to Business marketing, Services Marketing, International Marketing, Social and Not for Profit Marketing.

Marketing and Society

- Marketing ethics
- Concept of Social Responsibility

Market Planning:

- The market planning process.
- Elements of the marketing plan.
- Controlling the marketing plan.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 40 %

End of Semester / Year Formal Examination 60 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Class Assessment Class Assessment	1,2,3,4,5	40	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Final Exam	1,2,3,4,5	60	End of Term

ACCS Mode Workload

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

Open Learning Mode Workload

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

Distance Learning Mode Workload

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

Part Time Mode Workload

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

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Not Specified	Lecture	3	Weekly	3.00
Tutorial	Seminar Room	Tutorial	1	Weekly	1.00

Total Average Weekly Learner Workload 4.00 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

Required Reading/Resources:

Rogan, Donal., 2011, Marketing: An Introduction for Irish Students, Gill & Macmillan.

Recommended Reading/Resources:

Jobber, J. D. & Fahy, J., 2012, Foundations of Marketing, 2 nd edition, McGraw-Hill.

Kotler, P., & Armstrong, G., 2013, Principles of Marketing, *Global Edition* Pearson/Prentice Hall.

Journals

Journal of Marketing

Irish Marketing Review

European Journal of Marketing

Marketing Age

Module Alternate Book Resources

None

Module Other Resources

None

Module URLs

<http://www.cim.co.uk>

<http://www.marketinguk.co.uk/>

<http://www.mii.ie/>

Additional Information

None

ISBN BookList

Book Details

Donal Rogan 2011 *Marketing: An Introduction for Students in Ireland* Gill & Macmillan Ltd
ISBN-10 0717149811 ISBN-13 9780717149810

John Fahy 2012 *Foundations of Marketing* McGraw Hill Higher Education
ISBN-10 0077137019 ISBN-13 9780077137014

Philip Kotler . Gary Armstrong 2013 *Principles of Marketing Global Edition* Pearson
ISBN-10 0273786997 ISBN-13 9780273786993

Approval Information

School Approval by Nicola Griffin on 15-02-2016

Academic Council on 15-02-2016

Programme Membership

Code	Intake Year	Programme Title
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_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BFING_H08	201500	Bachelor of Business (Honours) in Finance and Economics
GA_BRURA_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-business
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_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources

GA_SAGAG_H08	201600	Bachelor of Science (Honours) in Agriculture and Environmental Management
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_SAGRG_B07	201500	Bachelor of Science in Agriculture and Environmental Management
GA_SAGRI_C06	201500	Certificate in Agriculture
GA_SAGAG_H08	201600	Bachelor of Science (Honours) in Agriculture and Environmental Management