

Module Documentation



MARK07004

Marketing Management

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MARK07004

Marketing Management

Short Title	Marketing Management		
Full Title	Marketing Management		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Carol Killarney	Department	Business
Official Code	MARK07004	NFQ Level	07
		ECTS Credit	05

Module Description

This module is designed to equip learners with a conceptual knowledge of marketing management and to enable them to analyse marketing opportunities and to make marketing decisions. Marketing is the core of an operating business. It is an organisational philosophy and a set of guiding principles for interacting with customers, competitors, and the environment. Marketing is responsible for creating and delivering customer value to the benefit of the organisation and its stakeholders. It involves identifying and measuring consumers' needs and wants and then developing marketing strategy and implementation programmes for offerings that satisfy customers' needs better than the competition.

Learning Outcomes

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

1. Demonstrate a conceptual knowledge of marketing management and its interaction with other aspects of business management.
2. Use core marketing concepts to evaluate marketing scenarios.
3. Analyse marketing opportunities and challenges in markets, competition and the marketing environment.
4. Develop a marketing plan.
5. Make appropriate marketing decisions backed by solid reasoning.
6. Demonstrate an appreciation of the importance of ethics and social responsibility in making marketing decisions.
7. Research and compile information in a meaningful way, and present information effectively in both a written and a verbal fashion.

Teaching and Learning Strategies

The course will be taught through a combination of lectures and tutorials. In tutorials learners will take part in class discussions and case study workshops. Irish and international case studies will be used to examine marketing in practice, and students will be encouraged to monitor current marketing management developments. A combination of analytical and experiential learning methods will be used to enable learners to develop insights into how

companies should make marketing decisions.

Assessment Strategies

Students will be examined through a combination of continuous assessment (50%) and a final examination (50%). Continuous assessment will be based on course participation and on the completion of appropriate tasks. No more than two separate assignments will be given.

Repeat Assessment Procedures

The repeat assessment procedure will be an examination.

Assessment Facilities

Some assignments will be submitted using Moodle. Other assessments will require computer laboratory facilities.

Module Dependencies

Prerequisite Modules

Principles of Marketing 1 & 2 Marketing Or equivalent modules

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

1. Marketing - Introduction and Current Issues: 10%

Marketing concept and customer focus, relationship marketing, customer satisfaction & retention, ethics and social responsibility in marketing, marketing trends.

2. Market Planning: 20%

The marketing planning process and the marketing plan, marketing performance measures.

3. The Marketing Environment: 15%

Understanding consumers, forecasting markets, and analysing the changing marketing environments using PEST analysis, identifying, researching and analysing competition, identifying opportunities and threats.

4. Segmentation, Targeting & Positioning: 15%

Using segmentation, segmentation methods and strategy, segment evaluation, effective targeting, positioning & differentiation strategies.

5. Product Management: 10%

New product development decisions, product line and mix decisions, branding decisions, packaging and labelling, managing product portfolios and products at different stages of the PLC.

6. Marketing Communications: 10%

Designing and managing integrated marketing communications programmes, trends in media and marketing communication techniques, digital marketing & social media.

7. Pricing: 10%

Price objectives and strategies, price competition, setting and adapting prices, external and internal factors in price setting.

8. Distribution: 10%

Channel design decisions, channel alternatives and distribution strategy, channel management decisions, vertical marketing systems and trends in distribution.

9. Marketing Contexts

Business to business marketing, buyer behaviour in B2B situations, market segmentation and branding in a B2B environment, other marketing contexts including services marketing and not for profit marketing.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	50 %
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End of Semester / Year Formal Examination	50 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Participation	2,3,5,6	10	OnGoing
Assignment	2,3,4,5,7	40	TBA

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Examination	1,2,3,5,6	50	End of Semester

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
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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	Not Specified	Lecture	3	Weekly	3.00
Workshop	Flat Classroom	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

Kotler & Armstrong (2014) *Principles of Marketing: Global Edition*, 15/e, Pearson.

Mortimer, Gerry, (editor), (various dates) *Cases in Marketing Management & Strategy*, Volumes 1-4, Dublin, Marketing Institute.

Marketing Age, magazine of the Irish Marketing Institute, bi-monthly publication.

O'Driscoll (editor), *Irish Marketing Review*, bi-annual publication, The Marketing Institute.

Wood & Burk (2014), *The Marketing Plan Handbook*, Pearson.

Module Alternate Book Resources

None

Module Other Resources

Computer laboratories for some tutorial hours

Guest speakers

One field trip or company visit

Case studies from the European Case Clearing House

Module URLs

www.amarach.com/

www.cso.ie/

<http://www.enterprise-ireland.com>

www.idaireland.com/

www.forfas.ie/

www.bized.co.uk/

www.mii.ie/

<http://www.iaa.ie/resources/resource/1/state-of-the-net/>

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

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

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

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

<http://www.irishtimes.com/>

Additional Information

None

ISBN BookList

Book Details

Geoffrey Lancaster 2010 *Essentials of Marketing Management* Routledge

ISBN-10 0415553474 ISBN-13 9780415553476

Principles of Marketing Global Edition Pearson Academic Computing

ISBN-10 0273786997 ISBN-13 9780273786993

Kevin Lane Keller Philip Kotler 2012 *Kotler Keller: a Framework for Marketing (international edition) 5e 2012* Pearson

ISBN-10 0273752510 ISBN-13 9780273752516

Philip Kotler 2013 *Principles of Marketing (15th Edition)* Prentice Hall

ISBN-10 0133084043 ISBN-13 9780133084047

Marian Burk Wood 2010 *The Marketing Plan Handbook (4th Edition)* Prentice Hall

ISBN-10 0136089364 ISBN-13 9780136089360

Roger Best 2012 *Market-Based Management (6th Edition)* Prentice Hall

ISBN-10 0130387754 ISBN-13 9780130387752

Roger Best 2011 *Market-Based Management: International Version* Pearson Educacion

ISBN-10 0132848163 ISBN-13 9780132848169

Robert Vitale 2010 *Business to Business Marketing* Prentice Hall

ISBN-10 0136058280 ISBN-13 9780136058281

Approval Information

School Approval by Deirdre Lusby on 16-04-2015

Academic Council on 25-05-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales