

Module Documentation



MARK08004

Marketing Practice

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MARK08004 Marketing Practice

Short Title	Marketing Practice		
Full Title	Marketing Practice		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Lorna Moynihan	Department	Business
Official Code	MARK08004	NFQ Level	08
		ECTS Credit	05

Module Description

This module is a cap-stone marketing module and involves the integration of past marketing and business study with practical marketing scenario. The aim of this module is to provide the learner with a mechanism to develop and demonstrate key marketing practice skills. It should aid in improving students' awareness of the contemporary marketing issues through the use of industry practitioners and sector representatives. It will also be a case based module, with learning deriving from the pedagogic and assessment approach. Marketing learning will be based on cases chosen to represent a broad range of marketing issues and company/sector types.

Learning Outcomes

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

1. Analyse a complex marketing scenario and diagnose marketing issues.
2. Develop and analyse potential marketing strategies relevant to the scenario.
3. Formulate and communicate a detailed marketing plan that includes marketing strategies and appropriate marketing mix policies.
4. Demonstrate an awareness that marketing strategies may be influenced by sector and location e.g. profit/not-for profit, B2C/B2B, service sector, public sector, national/international.
5. Appraise marketing strategies.
6. Demonstrate groupwork, professional oral and written presentation proficiency, and listening and oral defence skills.

Teaching and Learning Strategies

This course will be delivered primarily through lectures and seminars, with active student participation encouraged through case studies, practical projects and discussion forums. Case studies and extra reading materials will be supplied through Moodle (Learnonline). Case examples will be used to examine best practice in marketing and students will be encouraged to read and monitor current relevant journals, news papers and developments on line. Attendance at lectures and seminars is essential and use will be made of Learn on line to communicate with students.

Assessment Strategies

Students will be examined through a combination of continuous assessment (100%).

Continuous assessment will be based on course participation and on completion of appropriate tasks and projects.

Repeat Assessment Procedures

Students must complete all elements of the continuous assessment criteria as laid out by the module leader.

Assessment Facilities

Some assessments will be submitted using Moodle.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

- Analyse a complex marketing scenario and diagnose marketing issues.
- Develop and analyse potential marketing strategies relevant to the scenario.
- Formulate and communicate a detailed marketing plan that includes marketing strategies and appropriate marketing mix policies.
- Demonstrate an awareness that marketing strategies may be influenced by sector and location e.g. profit/not-for profit, B2C/B2B, service sector, public sector, national/international.
- Appraise marketing strategies.
- Demonstrate groupwork, professional oral and written presentation proficiency, and listening and oral defence skills.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	100 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total
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			Assessment Week
Class Assessment Continuous Assessments	1,2,3,4,5,6	100	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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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	Lecture Theatre	Lecture	1	Weekly	1.00
Seminar	Not Specified	Other	2	Weekly	2.00

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

Cases drawn from multiple sources.

Module Alternate Book Resources

None

Module Other Resources

Guest Speakers

Field Trips

Seminar room

Module URLs

www.mii.ie

www.digitalmarketinginstitute.ie

www.imi.ie

www.hubspot.com

www.mashable.com

Additional Information

None

ISBN BookList

Book Details

Piercy Nigel 2012 *Strategic Marketing* Mcgraw Hill Higher Education
ISBN-10 0071326235 ISBN-13 9780071326230

Robert Peterson 2012 *Strategic Marketing Problems International Edition* Pearson Education Limited
ISBN-10 0273768948 ISBN-13 9780273768944

Jim Blythe 2010 *Marketing Planning: Strategy, Environment and Context* Financial Times Management
ISBN-10 0273724711 ISBN-13 9780273724711

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_H08	201500	Bachelor of Business (Honours) in Marketing and Sales