

# Module Documentation



**COMM08004**

Professional Development for Marketers

Contents of this document are copyright of Galway Mayo Institute of Technology



# COMM08004 Professional Development for Marketers

Short Title	Professional Development		
Full Title	Professional Development for Marketers		
Attendance	N/A	Discipline	090 PERSONAL DEVELOPMENT(COMM)
Coordinator	Lorna Moynihan	Department	Business
Official Code	COMM08004	NFQ Level	08
		ECTS Credit	05

## Module Description

This module covers the area of Professional Development for business and marketing professionals.

This module will develop the learner professionally and personally and equip them with the skills and knowledge to enable them to plan for and achieve their career goals. This module will apply action learning techniques through interaction with industry professionals. Learners will gain knowledge and skills in relation to the recruitment and selection process, and gain skills relevant to commencing in the workplace.

Effective communication skills both written and verbal are essential and this module addresses these key communication issues also. This module seeks to create awareness and an understanding of the need for professional development in students so that they can participate more effectively in the work environment upon commencement.

## Learning Outcomes

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

1. Analyse personal skills and characteristics and develop a personal development plan related to career strategy.
2. Develop a personal brand and apply marketing techniques such as networking effectively online and in person.
3. Review current recruitment and selection processes used by organisations, in the area of jobs, graduate programmes, internships and further educational programmes (Masters) and prepare relevant documents for same.
4. Present and articulate their skills and experience professionally in an interview situation
5. Research and critically appraise current issues in marketing.
6. Demonstrate professional behaviour and display the capacity to participate in projects that require team work.

## Teaching and Learning Strategies

This is a 5 credit module where there is one lecture each week followed by 2 group seminars.

Guest lecturers feature heavily on the module, as will group work, role playing and field trips.

Students will avail of the GMIT Academic Writing Centre and other library facilities in the research and writing of a contemporary report.

#### Assessment Strategies

A portfolio (including PDP, Online Profile(s), recruitment documentation) (examining 1 & 2)

Submission of CV followed by Mock Interview (examining 3 & 4)

Research current marketing topic (submit report) on contemporary issue plus professional presentation to class on findings (examining learning outcomes 5 & 6).

#### Repeat Assessment Procedures

Students will be required to repeat any failed written components of this module and submit for assessment on 1st September.

#### Module Dependencies

##### Prerequisite Modules

None

##### Corequisite Modules

None

##### Incompatible Modules

None

#### Indicative Syllabus

This module covers the area of Professional Development for Marketers. This module seeks to create awareness and an understanding of the need for professional development in marketing students so that they can participate more effectively in the work environment upon commencement.

Professionalism is a dedication to work which requires a high level of skill and also a commitment to a set of principles centred on the public interest. This module will foster learners with an ethos of commitment to professionalism as it relates to employment in the marketing industry. Effective communication skills both written and verbal are essential and this module addresses these key communication issues also.

#### CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	100 %
------------------------------------	-------

#### Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Portfolio	1,2	20	OnGoing
CV, Mock Interview	3,4	30	OnGoing
Research Paper & Presentation	5,6	50	OnGoing

#### End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
-------------	------------------	------------	-----------------

#### 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	Lecture Theatre	Lecture	1	Weekly	1.00
Seminar	Seminar Room	Seminar	2	Weekly	2.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
------	----------	-------------	-------	-----------	----------------

Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

None

Module URLs

[www.prca.ie](http://www.prca.ie)

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

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

[www.postgradireland.com](http://www.postgradireland.com)

[www.irishjobs.ie](http://www.irishjobs.ie)

<http://www.gmit.ie/student-services/student-services>

<http://digitalmarketinginstitute.com/ie/>

<https://www.linkedin.com/pub/gmit-careers-service/70/956/680>

Additional Information

None

ISBN BookList

Book Details

Stella Cottrell 2010 *Skills for Success: The Personal Development Planning Handbook (Palgrave Study Skills)* Palgrave Macmillan  
ISBN-10 0230250181 ISBN-13 9780230250185

Gillie E J Bolton 2010 *Reflective Practice: Writing and Professional Development* SAGE Publications Ltd

ISBN-10 184860212X ISBN-13 9781848602120

Trevor Day 2013 *Success in Academic Writing (Palgrave Study Skills)* Palgrave Macmillan  
ISBN-10 0230369707 ISBN-13 9780230369702

Andrew Friedman 2012 *Continuing Professional Development* Routledge  
ISBN-10 0415679257 ISBN-13 9780415679251

### 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