

## MODULE DESCRIPTOR

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| <b>MODULE TITLE</b> | MARKETING ESSENTIALS              |                     |                      |
| <b>MODULE CODE</b>  | MK1007                            | <b>CREDIT VALUE</b> | 30 CREDITS / 15 ECTS |
| <b>SCHOOL</b>       | SCHOOL OF BUSINESS AND MANAGEMENT |                     |                      |
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### MODULE AIMS

This module introduces students to the fundamental concepts and principles associated with marketing. The module provides a broad foundation to prepare students for the study of specialist modules at level 5 dealing with topics such as marketing management, buyer behaviour and integrated marketing communications. The module explores marketing from both a traditional and digital perspective, introducing students to software and media relevant to the current market-place.

### MODULE CONTENT

- The marketing concept
- Marketing as an exchange process
- Definitions of marketing
- Marketing in context – roles, employment, agencies and in-house
- The marketing environment – domestic, international and global
- Segmentation, targeting and positioning
- The marketing mix and the services marketing mix
- Product and the product life cycle concept
- Introduction to brand management
- Introduction to promotional strategy – the IMC mix, including media channels
- Introduction to digital marketing
- Corporate social responsibility, ethics and social marketing
- Your digital footprint

### INTENDED LEARNING OUTCOMES

On successful completion of this module you should be able to:

1. Explain the role of marketing within contemporary markets from the perspective of a range of stakeholders.
2. Describe key concepts and frameworks of marketing.
3. Discuss the application of the principles of marketing by organisations in domestic and international markets.

### TEACHING METHODS

The module will be delivered using a workshop format. Workshops will commence with an interactive mini-lecture introducing and explaining key aspects of marketing theory. This is followed by a student-centred, interactive seminar session. Seminars will include a series of activities including case studies, discussion of current marketing issues, analysis of market reports and other relevant materials. Once students have acquired sufficient marketing knowledge, they will be expected to research and prepare seminar papers on specified topics. Students will also prepare and deliver a group presentation.

The workshop sessions will assist the students in developing a range of key skills required in their further academic study and beyond. These include subject-specific skills relating to the theories and principles of marketing. Further, the module assists in developing research skills required to identify appropriate marketing intelligence necessary for making marketing decisions, analytical skills in order to evaluate market intelligence and decision-making skills in order to solve marketing problems. The module-delivery format encourages students to engage in creative thinking and so

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this helps the development of innovative skills. Students get the opportunity to continuously share their ideas, analysis and opinions, contributing to their communication skills. What is more, the interactive nature of the sessions as well as the preparation of a group assignment nurtures the development of team-working skills.

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## **ASSESSMENT METHODS**

This module is assessed through two individual written pieces of coursework (2x50%).