



Title:	Introduction to Marketing APPROVED
Long Title:	Introduction to Marketing
Module Code:	MRKT6004
Credits:	5
NFQ Level:	Fundamental
Field of Study:	Marketing & Advertising
Valid From:	Semester 1 - 2016/17 (September 2016)
Module Delivered in	7 programme(s)
Module Coordinator:	Pio Fenton
Module Author:	Pio Fenton
Module Description:	To introduce students to the objectives and theory of marketing as a business function. The module explores the role of marketing within organisations and how marketing can be used in the achievement of an organisation's goals and objectives. It fosters in students detailed knowledge of the role of marketing in a competitive and dynamic business environment.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Explain marketing theory, principles and concepts.
LO2	Discuss how to undertake basic research and marketing planning in an informed and effective manner.
LO3	Outline the importance of a customer focus to the long term success of an organisation.
LO4	Discuss the role of market segmentation, targeting, and positioning.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	
Co-requisites	
No Co Requisites listed	

Module Content & Assessment

Indicative Content

Marketing theory, principles and concepts

Definition of marketing, historical development of the concept, importance of marketing, introduction to marketing mix, environment & competitor analysis.

Marketing research and marketing planning

Approaches to conducting marketing research, types of research, the research process, the marketing planning framework.

Consumer Behaviour

Factors influencing consumer decision-making, stages of the consumer decision-making process.

Market segmentation, targeting, and positioning

Market segmentation, targeting and positioning.

Assessment Breakdown

	%
Course Work	30.00%
End of Module Formal Examination	70.00%

Course Work

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Written Report	Prepare a written report on a given topic.	1,2	30.0	Week 6

End of Module Formal Examination

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Formal Exam	End-of-Semester Final Examination	1,2,3,4	70.0	End-of-Semester

Reassessment Requirement

Repeat examination

Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class based instruction	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Independent study	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	lecture	2.0	Every Week	2.00
Independent & Directed Learning (Non-contact)	No Description	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

Module Resources

Recommended Book Resources

- John Fahy and David Jobber, 2015, *Foundations of Marketing*, 5th Ed., McGraw-Hill [ISBN: 13 9780077167]

Supplementary Book Resources

- David Jobber 2016, *Principles and Practice of Marketing*, 8th Ed., McGraw-Hill Higher Education [ISBN: 10 0077174143]
- Gary Armstrong and Philip T Kotler, *Marketing: An Introduction*, 12 Ed., Boston; Pearson [ISBN: 0133451275]

This module does not have any article/paper resources

Other Resources

- Website: *Marketing Institute of Ireland*
<http://www.mii.ie>
- Website: *CIT Library*
<http://library.cit.ie>
- Website: *American Marketing Association*
<http://www.marketingpower.com>
- Website: *UK Chartered Institute of Marketing*
<http://www.cim.co.uk>
- Website: *Amarach Research*
<http://www.amarach.ie>
- Website: *Millward Brown*
<http://www.millwardbrown.com>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_BBUS_7	<u>Bachelor of Business</u>	1	Mandatory
CR_BIBLA_8	<u>Bachelor of Business (Honours) in International Business with Language</u>	1	Mandatory
CR_BMRKT_8	<u>Bachelor of Business (Honours) in Marketing</u>	1	Mandatory
CR_BBADM_7	<u>Bachelor of Business in Business Administration</u>	3	Mandatory
CR_BMNGT_7	<u>Bachelor of Business in Management</u>	1	Mandatory
CR_ECTWB_7	<u>Bachelor of Science in Craft Technology (Wood) with Business</u>	3	Mandatory
CR_BBUS_6	<u>Higher Certificate in Business</u>	1	Mandatory