

Module Title:	Marketing
Academic year:	2009 – 2010
Credit Value:	5 – Mandatory
Pre- requisites:	None
Assessment:	
Aims	<p>To communicate a knowledge and understanding of the key concepts of marketing.</p> <p>To demonstrate how these concepts are applied in Irish and international organisations.</p>
Module Content	<ul style="list-style-type: none"> • Marketing and the marketing process • The social nature of marketing • Marketing planning • Marketing information and marketing research • Market segmentation • Definition and review of the marketing mix • Marketing services • Business-to-business markets
Intended Learning Outcomes:	<p>On successful completion of the module the student will be expected to be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a critical and in-depth understanding of key marketing theories and concepts. 2. Analyse the marketing environment, interpret and manipulate data in pursuit of solutions, and then make recommendations as to how particular businesses might respond. 3. Write, present and defend a marketing plan.