

**Undergraduate Business Faculty
Module Descriptors**

BA (Hons) in Business Studies

STAGE 1

Module	Marketing Fundamentals
Course code	BABH-MF
Credits	10
Allocation of marks	50% Continuous Assessment
	50% Final Examination

Module aims and objectives

This module introduces learners to the key fundamentals of marketing, its role in modern organisations, the importance of understanding customers and aligning marketing activities to create customer value. This module provides academic underpinning via relevant theory and frameworks. This is combined with real-world case studies and examples enabling learners to gain a broad perspective on marketing and its role within organisations.

Minimum intended module learning outcomes

On successful completion of this module, learners are able to:

- (i) Describe the scope and contribution of marketing in an organisation
- (ii) Explain the importance of understanding customers and aligning marketing strategies to consumer behaviour
- (iii) Discuss key marketing frameworks and techniques
- (iv) Examine the key elements and purpose of the marketing mix

Rationale for inclusion of the module in the programme and its contribution to the overall MIPOs

Marketing is a key module in many business programs in higher level education. Learners gain an understanding of the key frameworks, scope, and contribution made by marketing while gaining an appreciation that organisations are required to understand their customers and ensure that they adopt a customer-centric marketing approach in their organisation.

Modules at stage 1 and 2 do not have an NFQ level and so do not map directly to the Business Awards Standards. However, these modules give the learners the fundamental business knowledge they need to achieve the MIPOs at award stage which is at level 8

on the NFQ. In that context this module supports the achievement of MIPLOs 2, 3, 9, 10, and 13.

Information provided to learners about the module

Learners enrolled on this module initially receive a copy of the module descriptor, assessment briefs and assessment strategy. These materials are given directly by the lecturer but also by the year head as part of the Semester Schedule Handbook for stage 1 modules of the programme. All content is provided on Moodle as well as access to additional content through the library and online resources.

Module content, organisation and structure

Introduction to Marketing

- Definition and Evolution of Marketing
- Customer Value, Satisfaction and Loyalty
- Role of Marketing within the Organisation
- The Marketing Environment

Consumer Behaviour

- Understanding Consumer Behaviour
- Consumer decision-making and Buying Behaviour
- Digital Consumer Trends

Marketing Research

- The Role of Market Research
- The Market Research Process
- Primary and Secondary Research

Segmentation, Targeting and Positioning

- Segmentation
- Targeting
- Positioning

The Marketing Mix

- Product and Branding
- Pricing Approaches
- Marketing Channels and Distribution
- Marketing Communications: Traditional and Digital

Marketing Decision Making

- The Marketing Plan
- Evaluating Marketing Effectiveness
- Contemporary Issues in Marketing

Module teaching and learning (including formative assessment) strategy

In-class, lecture delivery includes videos, PowerPoint lecture notes and additional reading materials. Learners are expected to be fully engaged, take notes and participate with in-class activities. To deepen learners' understanding, discussion-based teaching and learning strategies are used such as Socratic questioning, in-class debates, case study analysis and the jigsaw technique. For tutorials, learners review case studies and real-world examples which help them to link theory to practice when completing their assessment. Formative feedback is given in tutorials, during and after the group presentation.

The module is assessed through a continuous assessment project (50%) and an end-of-semester examination (50%). The research project involves the collection and analysis of market intelligence and submission of relevant recommendations of marketing tactics for a company.

Additional high-quality reading and video content are distributed via Moodle to support independent learning and deepen understanding. Additionally, the Moodle discussion forum is used to share material and foster independent learning.

Work-based learning and practice-placement

There is no work-based learning or practical placement in the module.

E-learning

Moodle is used to engage learners outside of class contact hours and support their independent learning. Class slides and tutorials worksheets are distributed to learners. Online videos are provided to illustrate key points and provide examples of marketing in practice. High quality reading materials from relevant institutions and sources are circulated. Moodle discussion forums are used for asynchronous learning as learners are given questions and additional reading to engage with. Online classes and seminars are provided for learners undertaking the 'Blended Learning' courses.

Module physical resource requirements

The module requires the following physical resources: one lecture hall with capacity to hold at least 100 learners equipped with audiovisual facilities such as projector, speakers, Wi-Fi connectivity, etc.;

tutorial rooms to accommodate 25 learners; online broadcasting and recording capability to stream and store lectures online.

Reading lists and other information resources

Primary Reading

Kotler, K., Armstrong, G., Harris, C.L. and Hongwei, H. (2019) *Principles of Marketing*, 8th European Edition. Harlow: Pearson.

Secondary Reading

Baines, P.; Fill, C.; Rosengren, S. and Antonetti, P. (2017) *Fundamentals of Marketing*. Oxford: Oxford University Press.

Jobber, D. and Ellis-Chadwick, F. (2019). *Principles and Practice of Marketing*, 9th Edition. New York: McGraw-Hill Education.

Kotler, K. (2017) *Marketing 4.0: Moving from Traditional to Digital*. Hoboken, NJ: Wiley.

University of Minnesota (2019) *Principles of Marketing*. Minneapolis: University of Minnesota. Available at: <https://open.lib.umn.edu/principlesmarketing/>

Websites

<http://www.businessandfinance.ie>

<http://www.businessweek.com>

<http://www.businessworld.ie>

www.mii.ie

www.cim.co.uk

<https://marketingsociety.ie/>

<https://marketing.ie/>

<https://www.irishmarketingjournal.ie/>