

Module 7

6. 7.1. Managing Marketing Applications

Module title						Managing Marketing Applications					
Module NFQ level (only if an NFQ level can be demonstrated)						9					
Module number/reference						MA07					
Parent programme(s)						Master of Arts in Accounting and Finance					
Stage of parent programme											
Semester (semester1/semester2 if applicable)						Semester 1					
Module credit units						ECTS					
Module credit number of units						5					
Duration of the module						One Academic Semester, 12 Weeks Teaching.					
Average (over the duration of the module) of the contact hours per week						6					
Analysis of required learning effort											
Effort while in contact with staff											
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)	
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner						
48	1:40	24	1:20				53				125
Allocation of marks (within the module)											
						Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total	
Percentage contribution						30 %			70%	100%	

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 7.1** Describe key marketing concepts, theories and applications and outline the role and functions of marketing within a range of organisations.
- MIMLO 7.2** Outline and evaluate the factors of an organisation's external environment that influence operations and the formulation and implementation of marketing strategy.
- MIMLO 7.3** Apply the concept of service marketing to a range of contexts and demonstrate an ability to critically assess specific applications.
- MIMLO 7.4** Identify and discuss the implications of the ongoing shift to digital and the CRM paradigm for the management of marketing within contemporary organisational settings.

Module content, organisation and structure

Indicative Syllabus:

1 Concepts

- **Marketing concept:** evolution of marketing, business orientations, societal issues and emergent philosophies, customer and competitor orientation, efficiency and effectiveness, limitations of the marketing concept
- **Marketing process overview:** marketing audit, integrated marketing, environmental analysis, SWOT analysis, marketing objectives, constraints, options, plans to include target markets and marketing mix, scope of marketing

2 Buyer Behaviour

- **Buyer Behaviour**
 - The individual consumer
 - The environmental influences
 - Marketing Strategies

 - Consumer Decision Making
 - Model of decision making
 - High Involvement decision making
 - Low involvement decision making

- **Different Buyer Behaviour**

The Organisational buyer: how different

The Cyber consumer: how different

The Green consumer: how different

3 Global Marketing

- **Global Marketing**

Defining Global Marketing

Analysing the evolution of a company from domestic to Global marketing

The World economy and relevant Global economic/trade concepts & theories

- **Global Marketing Management**

The Global strategic planning process

The Global marketing mix

Global product policies

Global distribution systems

Global pricing policies

Global promotion policies

Managing & auditing the Global marketing effort

- **Global Marketing of Services**

Analysis of the distinguishing factors of marketing services globally

Global Internet Marketing

The implications of the cyber customer for the Global marketing manager

4 Services Marketing

- **Services Marketing**

Services in Context

The Role of Services within the Economy

Characteristics of Services.

- **The Seven P's of Services**

Product

Price

Promotion

Place

People

Process

Physical Evidence

- **The Future for Services**

The Future of the Services Sector

Influences on the Development of the Service Sector
 Priorities for those interested in Marketing Services

5 Customer relationship Management

- Customer relationship management

Value of repeat business
 Building a loyal customer base
 Web communities and portals
 Rights to privacy and the Data Protection Act

- Market research

The importance of marketing research
 Information about existing customers and their needs
 Information about potential new customers and their needs

- Globalisation of markets

- Thinking strategically about electronic commerce

The building blocks of electronic commerce
 Building a web based organisation
 Intranets
 Interorganisational e- commerce

- Planning and management of internet based technologies

Reading lists and other information resources

Title	Author	Publisher	Year
Essential:			
International Business ' <i>The Challenge of Globalisation</i> ' Int. Ed. 4 th Ed.	Wild, J. Wild. K.	Prentice Hall	2008
Essentials of Global Marketing	Hollensen, S.	Prentice Hall	2008
Services Marketing Int. Ed. 8 th Ed.	Lovelock, C. and Wirtz, J.	Pearson International	2016
Consumer Behaviour ' <i>A European Perspective</i> '	Schiffman, L.G. Kanuk, L and Hansen, H.	Pearson International	2008
Consumer Behaviour ' <i>Irish Patterns and Perspectives</i> '	Linehan, M.	Gill and Macmillan	2008
Customer Relationship Management	Peelen, E.	Pearson International	2005
Business Marketing Management and B2B 9 th Ed.	Hutt, M.D. and Spey, T.W.	Southern University Press	2007
Business to Business	Brennan, Ross et al	Sage Publications	2006

Marketing			
Internet Marketing 'Strategy implementation and Practice' 4 th Ed.	Chaffey, D. Chadwick, F. Johnston, K. and Mayer, R.	Prentice Hall	2008
Recommended:			
Marketing	Dibb, Simkin, Pride & Ferrell	Houghton Mifflin Company, Boston	2001
Principles of Marketing	Brassington Pettit	FT Prentice Hall	2008
Principles of Marketing, 17 th Ed	Kotler et al	FT Prentice Hall	2017
Marketing: An Introduction for Irish Learners 4 th Ed	Rogan, D.	Gill & MacMillan	2011

REFERENCE:

Journals:

The Journal of Marketing
 The Journal of Consumer Marketing
 The Journal of Consumer and Market Research
 The Journal of Business to Business Marketing
 The Journal of Business and Industrial Marketing
 The Journal of Customer Service in Marketing Management
 The European Journal of Marketing
 The International Marketing Review
 The Cyber Journal of Interactive Marketing (An electronic Journal)
 The Irish Marketing Review

Web-sites:

www.mii.ie
www.ft.com
www.haymarket.com

Professional Magazines

Financial Management (CIMA)
 Student Accountant (ACCA)
 Accounting and Business ACCA
 Accountancy Plus (CPA)
 Accountancy Ireland (ICAI)