

American College Dublin

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IB203 PRINCIPLES OF MARKETING

Credits:	3 US credits / 6 ECTS credits
Credit level:	Stage one
Prerequisites:	None
Mandatory:	Yes
Contact hours:	40
Academic Year:	2015/16
Semester:	1
Lecturer:	

MODULE DESCRIPTION

This module will introduce the student to the central concepts applied in marketing and to the principal tools used by the professional in the marketing context. Concepts examined include the general decision areas of product, price, place (i.e. distribution), promotion, consumer behaviour and market research. The area of initial entry into a foreign market will also be examined. Focus will be placed on understanding these concepts and on learning how to apply them in the analysis and the solution of marketing problems.

INTENDED LEARNING OUTCOMES

At the end of this module students should:

1. Have a general understanding of the theory, concepts and methods which relate to marketing in general and have explored the implications (practical and theoretical) of these marketing concepts;
2. Have defined the marketing function within the context of the modern company;
3. Be able to discuss the different types of markets, and how they may be analysed;
4. Have an appreciation of the integrative role of the marketing function in influencing key business decisions with regard to the marketing mix elements of product, price, place and distribution;
5. Be able to demonstrate an overall understanding of the general concepts applied in the creation of a marketing plan as well as factors to consider when entering foreign markets;
6. Have gained a working understanding of the tools available to the marketer.

TEACHING METHODS

Lectures, journal articles, case studies, projects/presentations, self-directed learning, discussion.

LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1	All sections	Lectures, readings, case studies and class discussions.	Class discussions, project assignment, exam and participation.
2	Sections 1-2	Lectures and class discussions.	Class exercises, assignments and participation.
3	Sections 3-4	Lectures and discussions.	Class exercises, assignments and participation.
4	Sections 5-8	Lectures and discussions.	Class exercises, assignments, exam and participation.
5	All sections	Lectures, case studies, and class discussions.	Group project and presentation
6	All sections	Lectures, case studies, and class discussions.	Group project and presentation

COURSE OUTLINE

WEIGHTING

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|---|-----|
| 1. Introduction and general explanation of the marketing concept: | 40% |
| a) Product (product classification/brands) | |
| b) Price (considerations and various pricing strategies) | |
| c) Place (distribution channels) | |
| d) Retailing and wholesaling | |
| e) Promotion (advertising and promotion strategies) | |
| 2. Marketing environment analytical tools (SWOT and PEST) | 10% |
| 3. Market Research | 5% |
| 4. Marketing segmentation, targeting and product positioning for competitive advantage | 5% |
| 5. Integrated marketing communications: Advertising and Public relations | 5% |
| 6. Integrated marketing communication strategies: Personal selling and sales promotions | 5% |
| 7. New product development and product life cycle strategy | 5% |
| 8. Family Life Cycle | 5% |
| 9. Buyer Behaviour | 5% |
| 10. Direct and on-line marketing | 5% |
| 11. Methods of entry into a foreign market | 5% |
| 12. Product standardisation versus adaptation | 5% |

REQUIRED TEXT

Kotler, P., Wong, V., Suanders, J., Armstrong, G., *Principles of Marketing*, 5th European Edition, Pearson Education Limited, 2008.

SUPPLEMENTARY READING LIST

McDaniel, Lamb, Hair, *Introduction to Marketing*, International Edition, South-Western Cengage Learning, 2011

Blythe, Jim, *Principles of Marketing*, 2nd Edition, South-Western Cengage Learning, 2009

Hamburg, Christian, Kuester, Sabine, Krohner, Harley, *Marketing Management, A Contemporary Perspective*, McGraw-Hill Higher Education, 2009

Kotler, P., Wong, V., Suanders, J., Armstrong, G., *Principles of Marketing*, 4th European Edition, Prentice Hall, 2005.

Armstrong, G. and Kotler, P., *Principles of Marketing*, 7th edition, Prentice Hall, 2005.

Armstrong, G. and Kotler, P., *Principles of Marketing*, 10th edition, Prentice Hall, 2004.

Jobber, D. and Fahy, J., *Principles and practice of Marketing*, McGraw Hill, 2004.

Wiersema, F., *The new market leaders; who's winning and how in the battle for customers*, Touchstone Editions, 2002.

NEWSPAPERS, PUBLICATIONS & LIBRARY FACILITIES

Irish Independent	Sunday Business Post	Business Week
Irish Times	Wall Street Journal	Business & Finance
Financial Times	The Economist	Fortune
Irish Marketing Review		

INTERNET WEBSITES

<http://www.ireland.com/newspaper/>

<http://www.cso.ie/>

<http://www.unison.ie/irishindependent/>

<http://www.guardian.co.uk/>

<http://www.economist.com/>

<http://www.ft.com/>

<http://www.mii.ie/> (Marketing Institute of Ireland)

<http://www.cimireland.org/> (The Chartered Institute of Marketing in Ireland)

<http://www.pmi.ie/> (Precision Marketing Information - data research company)

<http://www.euromonitor.com/> (Euromonitor International - info on International markets)

<http://www.euromonitor.com/Ireland>

<http://www.enterprise-ireland.com/> (Enterprise Ireland - dvpt of Irish companies in global markets)

http://www.business.com/directory/advertising_and_marketing/online_marketing/m/roi-tracking/ (Internet Marketing: ROI Tracking)

<http://www.aai.ie> (The Institute of Advertising Practitioners in Ireland)

<http://www.irishmarketingjournal.ie/> (Irish Marketing Journal)

ASSESSMENT/GRADING

Assessment will take the form of:

Group project/ presentation	40%
Attendance and participation	10%
Semester exam	<u>50%</u>
Total	100%

Grading

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at: http://www.hetac.ie/docs/Assessment_and_Standards_2009.pdf (page 23).

ATTENDANCE

Class attendance is necessary for the achievement of intended learning outcomes. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer (see *Academic Policies and Procedures* in the ACD Catalogue and the QA Manual).

ACADEMIC DISCIPLINE

Refer to the subsection on Academic Discipline in the current ACD Catalogue and QA Manual.