

MODULE DESCRIPTOR

MODULE TITLE	Managing Markets		
Module Code	44-5985-00S		
Level	5		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Practical 40% Exam 60%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar YES / NO	Long: 2 semesters NO	Short: 1 semester YES	Other delivery pattern: <i>Please specify</i>

1 MODULE AIMS

The aims of this module are to:

- develop a critical awareness of the various types of markets that businesses operate in and the application of marketing strategies to each;
- develop an understanding and appreciation of the importance, to companies, of environmental, customer, competitor and opportunity analysis;
- give the students the knowledge, skills and confidence to develop strategies that that would allow companies to capitalize on the identified opportunities by developing appropriate marketing strategies; and
- help to facilitate obtaining a suitable industrial placement, in the short term, and to help with employability in the long term.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Conduct a thorough critical analysis of any market in the business environment;
2. Analyse both competitors and customers, identify and justify market segments and target markets;
3. Identify opportunities in any given market for further company action;
4. Apply fully justified marketing strategies to commercialise the identified opportunity.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module will be assessed by means of group based coursework, with an individual element. Peer group assessment will also be applied.

The module will be taught by means of lectures and seminars.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Presentation	PR	40%	15 mins	No
2	Exam	EX	60%	2 hours	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- What is marketing;
- What is a market? B2B, B2C, services etc;
- Environmental analysis;
- Customer and competitor analysis;
- Opportunity analysis;
- Strategies for taking the opportunity to market product strategies, price strategies, distribution strategies, promotional strategies; and
- Implementation strategies.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
the module handbook
the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
---	-------------------

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review