

## **Diploma in Marketing: Online and blended delivery, Year 1**

The Diploma in Marketing is aimed at students who seek a marketing qualification to develop their careers. Students will be equipped with key concepts and skills, vital to embark on a career in marketing. Graduates may be employable in a range of industries.

The modules in this diploma provide a solid foundation in the principles and practice of marketing. This diploma is ideal for students who wish to:

- Understand the principles of marketing
- Become knowledgeable of key marketing concepts
- Understand marketing's role in business
- Develop essential skills in marketing, research, services and negotiation
- Apply this knowledge to a wide range of industry settings

### **MK7103: Foundations of Marketing Thought**

Foundations of Marketing Thought will introduce you to the concepts and principles fundamental to marketing theory. It will provide a contemporary view of the role and importance of marketing by examining its application in international, European and Irish business situations.

#### **Assessment**

100% continual assessment

Online MCQ 60%

Learning Journal 40%

**Weighting:** 5 ECTS

**Core text:** Lamb, C.W., Hair, J.F. & McDaniel, C. (2013) Introduction to Marketing, International 12th Edition, South-Western, Cengage Learning.

Students will need to make sure they have online access with this text as it forms a substantial part of the C/A for both semesters.

*Note: Students will need their own copy*

*Additional readings may be posted on Blackboard during the semester.*

## **MK7104: Marketing Management**

Marketing Management is designed to build on the knowledge you acquired in Foundations of Marketing Thought. Through a combination of game-based learning and online technology, this innovative module allows you to gain a deeper understanding of marketing theory and apply it to real-world settings. While the module is highly experiential and challenging, it is also an engaging and effective way of learning how marketing works in a managerial context. A key part of this module is based around a simulation game called Practice Marketing, which you will play in groups. You are also expected to study a number of new topics following on from the Foundations in Marketing Thought module as well as keep a Learning Journal.

### **Assessment**

The marks for this module are based on 100% continuous assessment. Divided into three assessment types, the module marks will be allocated as follows:

Assignment 1: Learning Journal & online assignments (Individual Project) 50%.

Assignment 2: Practice Marketing Simulation Game (Group Project) 40%.

Assignment 3: Critical Reflection Report (Individual Submission) 10%.

**Weighting:** 5 ECTS

### **Core Textbook**

Lamb, C.W., Hair, J.F. & McDaniel, C. (2013) Introduction to Marketing, International 12th Edition, South-Western, Cengage Learning. You have already used this textbook for the material covered in the Foundations of Marketing Thought module. The textbook will serve as a review and reference point for the main concepts of marketing as you apply them to the Marketing Management module. In addition to your core text, you will be expected to use a wide variety of marketing texts (available from the University library) as references for completing the assignments.

### **Practice Marketing Simulation Game**

You will use the Practice Marketing website, a core part of this module, to play the simulation game. You can access the website at [www.mhpractice.com](http://www.mhpractice.com) and will receive instruction in how to purchase a licence, log on and play the simulation game on the publisher's website.

## **MK7105: Negotiation Skills**

Negotiation is a dialogue to discover common ground among parties with differing aims, needs and perspectives in order to achieve a solution that as far as possible meets people's interests. It is a process by which parties pursue a mutually acceptable outcome, which typically involves elements of creativity and compromise. Negotiation Skills explore how two or more parties with competing interests discuss and manage issues so as to attain an agreement, settle a matter of mutual concern, or resolve a conflict. Negotiation is a valuable leadership and management skill, which is employed in a wide range of business contexts, such as contracts, deal-making, employment discussions, team building and disputes. Negotiations occur in commercial, non-profit and governmental organisations.

### **Assessment:**

Difficult Conversations, a reflective assignment	33%
In-class exam	34%
Getting to Yes, a reflective assignment	33%

**Weighting:** 5 ECTS

### **Core Textbook**

Fisher, R & Ury, W. 2012, *Getting to Yes: Negotiating Agreement Without Giving In.*, Random House Business. [ISBN: 13: 978-18479]

Stone, D, Patton, B & Heen, S. 2011, *Difficult Conversations: How to Discuss What Matters Most*, Viking Reissue [ISBN: 13: 978-06709]