

Title of the Module / Unit	7 – Marketing Essentials
Module / Unit Description Provide a brief description of the module.	This unit is designed to introduce learners to the core principles of marketing. This would give them the opportunity to develop a basic marketing plan and employ elements of the marketing mix to achieve desired outcomes. The theories and frameworks forms the basis of this unit and directly related to the real word examples. These include products and services which are normally encountered in their normal working environment.
Learning Outcomes	Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
	a) Understand the role of marketing and how it connects with other functional units of an organisation b) Explain how roles and responsibilities of marketing relate to the wider organisational context c) Develop a basic marketing plan and to employ elements of the marketing mix to achieve results
	Knowledge – at the end of the module/unit the learner will have been exposed to the following:
	a) Explain the key roles and responsibilities of the marketing function b) Analyse the importance of interrelationships between marketing and other functional units of an organisation
	Skills – at the end of the module/unit the learner will have acquired the following skills:
	Applying knowledge and understanding The learner will be able to: a) Develop a critical insight into marketing models and marketing concepts b) Compare the ways in which different organisations apply the marketing mix to the marketing planning process to achieve business objectives c) Design a marketing plan that tactically applies the use of the marketing mix to achieve overall marketing objectives.

	<p data-bbox="539 338 954 371"><i>Judgment Skills and Critical Abilities</i></p> <p data-bbox="539 376 1342 461">This section has been made sufficiently open to accommodate both vocational and academic orientations. Applicants can refer to Judgement Skills, or Critical Abilities (critical skills, dispositions, values and actions), or both.</p> <p data-bbox="539 517 855 551">The learner will be able to:</p> <ul data-bbox="539 568 1353 920" style="list-style-type: none">a) Critically analyse and evaluate the core elements of the marketing function and how they interrelate with other functional units of an organisationb) Produce recommendations on how a selected organisation might enter a new marketc) Critically evaluate different routes to market and how they differ from channel management <p data-bbox="539 1055 978 1088"><i>Module-Specific Communication Skills</i></p> <p data-bbox="539 1093 1098 1126">(Over and above those mentioned in Section B)</p> <p data-bbox="539 1160 855 1193">The learner will be able to:</p> <ul data-bbox="539 1234 1374 1424" style="list-style-type: none">a) Explain the main roles and responsibilities of the core marketing conceptsb) Explain how roles and responsibilities of marketing relate within the overall organisational context <p data-bbox="539 1518 882 1552"><i>Module-Specific Learner Skills</i></p> <p data-bbox="539 1556 1098 1590">(Over and above those mentioned in Section B)</p> <p data-bbox="539 1624 847 1657">The learner will be able to</p> <ul data-bbox="539 1697 1385 1995" style="list-style-type: none">a) Analyse the importance of interrelationships between marketing and other functional units of an organisationb) Develop a critical insight into marketing models and marketing conceptsc) Develop a basic marketing plan and to employ elements of the marketing mix to achieve results.
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	<p>Module-Specific Digital Skills and Competences (Over and above those mentioned in Section B)</p> <p><i>(These digital skills are covered by the primary objectives of this course in Section B – so the skills referred to above address this section)</i></p> <p>The learner will be able to</p> <p>a)</p> <p>b)</p> <p>c)</p> <p>etc.</p>		
<p>Hours of Total Learning for this Module / Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. At least 20% (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by NCFHE.</p>	<p>Total Contact Hours ¹</p> <p style="text-align: right;">35</p> <p>(Contact Hours are hours invested in learning new content under the Direction of a tutor/lecturer (e.g. lectures, participation in online forums, video-lectures).</p>	<p>Supervised Placement and Practice Hours</p> <p style="text-align: right;">20</p> <p>(During these hours the learner is supervised, coached or mentored.)</p>	
	<p>Self-Study Hours</p> <p style="text-align: right;">100</p> <p>(Estimated workload of research and study.)</p>	<p>Assessment Hours</p> <p style="text-align: right;">20</p> <p>(Examinations/ presentations/ group work/ projects etc.)</p>	
<p>Total Learning Hours of this Module</p>	<p style="text-align: center;">_____ 175 _____ Hours</p>		
<p>Percentage of Total Contact Hours delivered online.</p> <p>In the case of online/blended learning, kindly indicate the total number of contact hours delivered online and those face-to-face.</p>	<p>Contact Hours Delivered Online</p> <p style="text-align: right;">□</p>	<p>Contact Hours Delivered Face-to-Face</p> <p style="text-align: right;">100 %</p>	

¹ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.