

# Professional Diploma in Marketing Management

NFQ Level 9

Transforming ambitious professionals into management leaders with recognised university accreditation

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## **PROGRAMME PROFILE:**

The Professional Diploma in Marketing Management is a skills-based programme designed for graduates who wish to deepen their understanding of fundamental marketing competencies while building upon their existing skills and knowledge in the area of business management practice. This programme ensures the future needs of organisations are met with high calibre graduates furnished with the knowledge and tools to excel in their careers coupled with practical business skills to understand and successfully deliver business outcomes for an organisation.

## **LEARNING APPROACH :**

- This programme is normally delivered in a blended format but, in line with current government guidelines it will be delivered 100% online using the University's Virtual Learning Management system.
- The delivery of the course materials will consist of 'Live' online sessions as well as pre-recorded lectures. Participants will be enabled in developing their individual strengths, expanding their practical skills.
- The programme will provide the learners with the latest and best-practice techniques within the context of marketing management practice.
- In addition, modular assignments will require that the students partake in experiential learning by creating strategic marketing and sales management plan

## **CANDIDATE PROFILE:**

- Specifically targeted at participants with an honours level degree at a 2.2 standard and normally 3 to 5 years' experience in business management and related industries.
- Are you a middle manager seeking to reinforce experiential learning with an academic qualification in marketing management? Or a graduate with 3 or more years experience wishing to develop a greater understanding of the marketing process.

## **HOW TO APPLY / MORE INFORMATION**

For Further details please Email  
[Breda.Ahern@ul.ie](mailto:Breda.Ahern@ul.ie) / [mdu@ul.ie](mailto:mdu@ul.ie)

# PROGRAMME OUTLINE

## SEMESTER 1

### **MK5152 MARKETING PRINCIPLES:**

Topics covered are an introduction to the core principles of marketing, its strategic importance within contemporary business practice. The role of effective marketing planning and implementation, the influence & importance of the macro environment, of segmentation, targeting and positioning, marketing strategy & sources of competitive advantage and the overall process involved in the creation, delivery & management of customer value. Critical reflection of the societal impact of marketing. Critical engagement with the material presented & formulation of independent arguments regarding both the strategic and socio-cultural implications of various forms of marketing practice.

### **MK5142 Consumer Behaviours:**

Understanding the behaviour of consumers is key to marketing success. This module facilitates a better understanding of the key aspects of consumer behaviour and the factors influencing consumers' purchase and consumption behaviour. Define the domain of consumer behaviour, unpacking the nuances of consumption and exploring the relationships that exist between what people think, feel and do. Understanding these relationships is a prerequisite for marketing success within contemporary consumer culture. Range of external factors that affect consumer's consumption behaviour: culture, social process and interpersonal influence on both the consumer and market.

### **MK5132 MARKETING RESEARCH & INTELLIGENCE:**

This module will expose students to different methodologies and forms of marketing intelligence used by marketers in a range of marketing contexts. Develop research instruments, conduct fieldwork and data analysis/interpretation and present research findings. Students will be encouraged to critically reflect on the nature of information, the integrity of it and the application of a systematic and disciplined approach to information gathering & analysis. Interpreting market and consumer data and making informed marketing decisions. Information required for decision-making, trustworthy and relevant data, how to assess its appropriateness, and how to analyse the data to create marketing insights that can be used in the development of effective strategies.

## SEMESTER 2

### **MK5131 MARKETING COMMUNICATIONS IN A DIGITAL AGE:**

Technological advancements and shifts towards communication and information transfer via digital platforms. Understanding the contemporary contextual marketing communications. Consider different marketing communications & digital marketing techniques and be cognisant of contemporary trends in the field. Nature & influence of digital communications on our society and within consumer culture. Understanding the forms of value and the importance of communicating value optimally to stakeholders to compete effectively within an industry. practical implementation of marketing strategies in a digital age.

### **MK5151 UNDERSTANDING MARKET RELATIONSHIPS:**

The aim of this module is introduce students to the nature of marketing relationship in Business-to-Business (B2B) and Business to Consumer (B2C) settings. The module seeks to inform a critical appreciation of marketing relationships and the potential incommensurability of relationships to meet economic, relational and societal expectations. The theoretical frameworks that inform a relational approach to marketing will be explored. The potential of technology will be introduced, including how CRM systems connect internal and external stakeholders in the firm

### **MK5141 MARKETING MANAGEMENT (INCOMPANY PROJECT):**

Marketing practice occurs within a dynamic environment. This module affords an opportunity to apply marketing techniques in context, applying principles and frameworks to an organisational problem or challenge. This module aims to teach students how to create a strategic marketing management plan/project within the context of a single organisation. Briefly, this module also aims to critically analyse the function of marketing in strategic management. Students will examine the relationship of marketing to other departments and evaluate the need for marketing to permeate the organisation.