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| **Minor Award Name** | Marketing Practice |
| **Minor Award Code** | 5N1400 |
| **Level** | 5 |

**Suggested resources to support delivery:**

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| **Theme/Topic** | **Type** | **Relevance** | **Author/Source** | **Web Link** |
| Marketing Terms | Website | Lists all the need to know marketing and business terms in alphabetical order, this will give students a good indicator of the words they will come across in the Marketing Practice module | Knowthis.com | <http://www.knowthis.com/marketing-terms> |
| History of Marketing | Online  infographic  Online infographic | In depth look at marketing from the start of the 19th century up to modern day. Dates and information included on the graphic will give students knowledge of timelines for marketing. Can be printed out.  Infographic showing some of the worlds best known and popular brands and their advertisements. | Hubspot  Content marketing world.com | <http://blog.hubspot.com/blog/tabid/6307/bid/31278/The-History-of-Marketing-An-Exhaustive-Timeline-INFOGRAPHIC.aspx?__hstc=59050866.3cd81c48da22349fe9453e0af717ecfd.1445014535160.1445014535160.1445014535160.1&__hssc=59050866.1.1445014535172&__hsfp=3209015489>  <http://contentmarketinginstitute.com/wp-content/uploads/2012/02/CMI_CM_History_Large2.jpg> |
| Marketing Concept | Document  Online presentations | 111 pages of online lessons with lesson plans handouts, worksheets, numerous tasks and exercises that can be tailored to suit profile of students. Covers all aspects of marketing.  Selection of several online presentations covering various aspects of the marketing concept | Tes.com | <https://veinternational.org/wp-content/uploads/sites/2/2011/05/MKTG-FINAL.pdf>  <https://www.tes.com/teaching-resources/search/?q=marketing> |
| Marketing organisation | ejournal | Looks at different aspects of responsibilities of the marketing department, will give the student an insight into the workings in a marketing department | Robert Engelman | <http://www.wiglafjournal.com/corporate/2007/03/what-does-a-marketing-department-do/> |
| Target Market/ Market Segmentation | Website  Online presentation and video  Online presentation  Online presentation | Website looking at various ways that a company can look at their target market to sell their product/service  Presentation with video outlining the target market and segmentation in marketing  Presentation looks at various aspects of market segmentation  Presentation covering target marketing with examples | Grant Leboff  Brian McCarthy  Bryan Oculam  Renjith Krishnan | <http://www.marketingdonut.co.uk/marketing/marketing-strategy/your-target-market/six-steps-to-defining-your-target-market>  <https://www.youtube.com/watch?v=H52WGQYEfbM>  <http://www.slideshare.net/bryanoculam/slide-share-25435148>  <http://www.slideshare.net/schenoweth88/marketing-target-market> |
| Marketing Mix | Document  Website  Group work online worksheet  Online video  Activity | Looks at the 7 P’s of marketing, Product, Price, Promotion, Place, People, Process, Physical  Website with numerous marketing topics, this website has various information covering all areas of the marketing, very useful website  Worksheet were students can choose their own product and relate the 7 P’s of marketing to that product  6 minute video, description of the 7P’s of Marketing  Have students complete a mind map for all the elements of the marketing mix, this can also be a very good strategy for assignments and exams, (links are guidelines to mind maps and examples of marketing mind maps) | Chartered Institute of Marketing  Marketingteacher.com  US Dept. of Health & Human Services  Victor Holman  Mindmapping.com  Goggle images | <http://www.cim.co.uk/files/7ps.pdf>  <http://www.marketingteacher.com/>  <http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/resources/assets/marketing_mix.pdf>  <https://www.youtube.com/watch?v=ys7zx1Vc9po>  <http://www.mindmapping.com/index.php>  <https://www.google.ie/search?q=marketing+mind+maps&es_sm=122&biw=1366&bih=643&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWoVChMI-6vf5NzsyAIVAcMUCh2SUgb5> |
| Promotional mix | Activity  Online video  Online worksheet with solutions | Go for 20 minute walk with students and in small groups note all forms of promotions encountered, group with the most medias of promotions win  Video outlining various aspects of the promotional mix in marketing  Questions for students to answer regarding promotion in marketing (solution for teachers) | Tim Friesner  Tutor2U | <https://www.youtube.com/watch?v=GZgFdPWtVGY>  <http://www.tutor2u.net/business/worksheets/Promotion-Basics.pdf> |
| Purchasing decisions for an organisation | Online presentation | Presentation outlining business buyer behaviour-from the buying behaviour to  e-procurement | Rajeev Shrestha | <http://www.slideshare.net/Milanregmi/07-business-buyer-behavior> |
| New product development stages | Website | Looks at the stages of new product development | Living Better Media | <http://productlifecyclestages.com/new-product-development-stages/> |
| Life cycle of a product | Online presentation with example  Website  Website  Online poster | Presentation showing the basis of product life cycle, looks at Introduction, Growth, Maturity and Decline, examples of PLC using LUX soap  Website looking at product life cycle with related and excellent links to the areas of the product life cycle  Examples of product life cycles  One page poster showing product life cycle | Vandna Dhiman  Living Better Media  Living Better Media  dineshbakshi.com | <http://www.slideshare.net/7837686478/product-life-cycle-12605019>  <http://productlifecyclestages.com/>  <http://productlifecyclestages.com/product-life-cycle-examples/>  <https://elokmagozian.files.wordpress.com/2013/12/product-life-cycle.jpg> |
| Carrying out a market research and analysing | Book  Online video  Online presentation | Very in-depth book covering all parts of Marketing. This book is a must for the teacher as a really comprehensive insight into all aspects of marketing  Short video presentation looking at market research  Presentation showing the basics elements of carrying out market research, looks at primary and secondary research and qualitative and quantitative research | M Linehan & T Cadogan. Published by: Gill and MacMillan  Market Research Reports Inc.  Navin Joseph | <http://www.gillmacmillan.ie/make-that-grade-series-uni/make-that-grade-series-uni/make-that-garde-marketing-4th-edition>  <https://www.youtube.com/watch?v=Zq391bgs6h0>  <http://www.slideshare.net/NITCALICUT_SOMS/marketing-research-ppt-15981252> |
| SWOT (Strengths, Weaknesses, Opportunities and Threats) | Online video  Website  Document | Online video looking at Strengths, Weaknesses, Opportunities ad Threats  Website (click on Swot) shows over 40 SWOT analysis for various companies worldwide  Printable worksheet for SWOT | Parr & Associates  marketingteacher.com | <https://www.youtube.com/watch?v=NVwQNOIu808>  <http://www.marketingteacher.com/>  <http://static2.creately.com/blog/wp-content/uploads/2012/03/SWOT-Analysis-Template-PDF-.pdf> |
| Marketing Plan | Online Word document  Case studies  Document | Comprehensive document detailing all aspects of a marketing plan. It can be easily tailored to suit the profile of the students.  Various case studies of some companies  looking at their marketing plans  Sample marketing plan | Business case studies  Houghton Mifflin company | <https://www.google.ie/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0CCUQFjABahUKEwjDza7N4MfIAhWIcD4KHQ0PBF8&url=http%3A%2F%2Fwww.accountingnet.ie%2Fartman2%2Fuploads%2Fmarketingplanwizard.doc&usg=AFQjCNEKaqZVGXtChAx3wmwvCkQryVFndA&sig2=okVMEwa06wFLwEDqj7owBw&bvm=bv.105454873,d.bGg>  <http://businesscasestudies.co.uk/#axzz3olcR81Mf>  <http://college.cengage.com/business/pride/foundations/2e/resources/pf_found_sample_mkt_plan.pdf> |

**Useful Organisations:**

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| **Name** | **Contact Information** |
| Coca Cola | Lisburn, Northern Ireland. Tour of the history and marketing of Coca Cola (no tours available of Rep. of Ireland factories) <http://www.coca-colahellenicireland.com/Aboutus/VisitCoca-Cola/> |
| Guinness Storehouse | St James Gate Brewery, Dublin 8 Tel: (Note: there is an entrance fee & alcohol served). Has 2/3 floors dedicated to Guinness marketing over the last few decades <https://www.guinness-storehouse.com/en> |
| AIB The Lab | Dundrum Shopping Centre, Tel: Technology based Banking, looks at marketing AIB online banking technology to the public <http://personal.aib.ie/ways-to-bank/the-lab> |
| The Marketing Institute of Ireland | Marketing House, South County Business Park Leopardstown Dublin 18 <https://mii.ie/> |

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| **MOOCs (Massive Online Open Courses)** | |
| Free access to online courses  Search regularly for new courses and new start dates | https://www.mooc-list.com/ |