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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 | OnlineinfographicOnline 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. | HubspotContent 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 | DocumentOnline 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 videoOnline presentationOnline presentation | Website looking at various ways that a company can look at their target market to sell their product/servicePresentation with video outlining the target market and segmentation in marketingPresentation looks at various aspects of market segmentationPresentation covering target marketing with examples | Grant LeboffBrian McCarthyBryan OculamRenjith 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  | DocumentWebsiteGroup work online worksheet Online videoActivity | Looks at the 7 P’s of marketing, Product, Price, Promotion, Place, People, Process, PhysicalWebsite with numerous marketing topics, this website has various information covering all areas of the marketing, very useful websiteWorksheet were students can choose their own product and relate the 7 P’s of marketing to that product6 minute video, description of the 7P’s of MarketingHave 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 MarketingMarketingteacher.comUS Dept. of Health & Human ServicesVictor HolmanMindmapping.comGoggle 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  | ActivityOnline videoOnline 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 marketingQuestions for students to answer regarding promotion in marketing (solution for teachers) | Tim FriesnerTutor2U | <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 exampleWebsiteWebsiteOnline poster | Presentation showing the basis of product life cycle, looks at Introduction, Growth, Maturity and Decline, examples of PLC using LUX soapWebsite looking at product life cycle with related and excellent links to the areas of the product life cycleExamples of product life cyclesOne page poster showing product life cycle  | Vandna DhimanLiving Better MediaLiving Better Mediadineshbakshi.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 | BookOnline videoOnline 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 marketingShort 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 MacMillanMarket 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 videoWebsiteDocument | Online video looking at Strengths, Weaknesses, Opportunities ad ThreatsWebsite (click on Swot) shows over 40 SWOT analysis for various companies worldwidePrintable worksheet for SWOT | Parr & Associatesmarketingteacher.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 documentCase studiesDocument | 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 plansSample marketing plan | Business case studiesHoughton 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 coursesSearch regularly for new courses and new start dates | https://www.mooc-list.com/ |