

2024 / 25

School of Science and Computing

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TU**

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

Module Descriptor

Integrated Marketing (Computing and Mathematics)

Integrated Marketing (A13328)

Short Title: Integrated Marketing
Department: Computing and Mathematics
Credits: 5

Level: Intermediate

Description of Module / Aims

The aim of this module is to demonstrate how companies apply marketing concepts and strategy in high technology industries.

Programmes

stage/semester/status		
MARK-0193	BSc (Hons) in Creative Computing (WD_KCRCO_B)	4 / 8 / M
MARK-0193	BSc (Hons) in Multimedia Applications Development (WD_KMULM_B)	4 / 2 / M
MARK-0193	BSc (Hons) in Software Systems Development (WD_KDEVP_B)	2 / 4 / E
MARK-0193	BSc in Software Systems Development (WD_KCOMC_D)	2 / 4 / E

Indicative Content

- The Marketing Process
- The High Technology Marketing Environment
- The High Technology Marketing Mix
- Developing Market Information in High Technology Industries
- Digital Promotional Campaigns

Learning Outcomes

On successful completion of this module, a student will be able to:

1. Examine the role of marketing in software and hardware development.
2. Apply marketing research methods used by high tech companies.
3. Apply digital marketing tools to develop an online promotional campaign.
4. Examine market dynamics in high technology marketing industries.
5. Analyse the marketing strategy of high technology companies.

Learning and Teaching Methods

- This module will be presented using a combination of formal lectures and practical classes. Lectures will introduce concepts and an emphasis will be placed on interaction, discussions and in-class exercises. In practical classes, students will engage with practical marketing techniques and case studies.
- Self-directed learning activities will require students to reflect upon the module materials, diagnose their learning needs and conduct research to satisfy these needs.

Learning Modes

Learning Type	F/T Hours	P/T Hours
Lecture	36	
Practical	12	
Independent Learning	87	

Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	
Project	60%	1,4,5
Project	40%	2,3

Assessment Criteria

<40%: Unable to interpret and describe key concepts of the specific knowledge domain(s).

40%–49%: Be able to interpret and describe key concepts of the specific knowledge domain(s).

50%–59%: Ability to discuss key concepts of the specific knowledge domain and ability to discover and integrate related knowledge in other knowledge domains.

60%–69%: Be able to solve problems within the specific knowledge domain(s) by experimenting with the appropriate skills and tools.

70%–100%: All the above to an excellent level. Be able to analyse and design solutions to a high standard for a range of both complex and unforeseen problems through the use and modification of appropriate skills and tools.

Supplementary Material(s)

- Arthur, C. *Digital Wars: Apple, Google, Microsoft and the Battle for the Internet*. London: Kogan Page, 2012.
- Brynjolfsson, E. and A. McAfee. *The Second Machine Age - Work, Progress, and Prosperity in a Time of Brilliant Technologies*. New York: W. W. Norton & Company, 2016.
- Chaffey, D and F Ellis-Chadwick. *Digital Marketing*. London: Pearson, 2015.
- Yoffie, D. and M. Cusumano. *Strategy Rules: Five Timeless Lessons from Bill Gates, Andy Grove, and Steve Jobs*. New York: HarperBusiness, 2015.

Requested Resources

- Room Type: Computer Lab
- Lecture Room: Loose Seated