

## **BA in Applied Languages (LM044)**

### **Professional Stream: Marketing elective**

On the BA in Applied Languages, you combine two core languages plus a professional stream which provides you with knowledge and skills in an area where multilingual graduates often find excellent employment opportunities. You can choose from:

- Marketing
- Politics & International Relations
- Third language

Remember that you can take your chosen professional stream through to graduation, or complete three semesters and then swap to a short (3-semester) professional elective in Teaching English to Speakers of Other Languages (TESOL) or Technical Writing in Semester 6 (when you return from work and study placements).

On the following pages, you will find more information about the Marketing elective. For Semester 1, you would register for EC4111. The coordinator of this module is Dr Darragh Flannery ([darragh.flannery@ul.ie](mailto:darragh.flannery@ul.ie)) and you can contact him for more information about the first economics module in Year 1 if you wish. Do make clear that you are an Applied Languages student!

Dr Jean Conacher

Course Director, BA in Applied Languages.

## **EC4111 - MICROECONOMICS (NON BUSINESS) (Year 1, Autumn Semester)**

**ECTS Credits: 6**

### **Economics**

**Rationale and Purpose of the Module:** The primary aim of this module is to introduce students to the fundamentals of modern market-oriented microeconomic analysis. The economic way of thinking introduced in this module involves the use of key concepts and models to help students to begin to understand how a complex real world micro-economy operates. The module aims to train students to think in terms of alternatives, to understand the cost of individual and firms choices and provide general frameworks to understand key microeconomic concepts and issues.

**Syllabus:** The question of what is economics is explored. In answering this question emphasis is placed on the importance of key concepts such as scarcity, individual decision-making, trade-offs and opportunity cost. Students are also introduced to the distinctions between microeconomics vs macroeconomics and normative vs positive economics. Markets as a means of organising economic activity are examined. The model of supply and demand is used to understand how market equilibrium prices and quantities are determined. You not only learn how equilibrium is determined, but how relative prices are used by consumers and suppliers to make decisions about the use of society's scarce resources. Supply and demand curves are used to explain the movements of prices and the allocation of resources in a market economy such as ours. Government intervention in the market via the introduction of price ceilings (maximum price) and price floors (minimum price) are also examined. The sensitivity of demand and supply to changes in key variables such as price and income is analysed through measures of elasticity. Individual decisions are looked at in detail to show how they come together to form the demand curve. Consumer choice using indifference curve analysis is introduced. Shifting the focus back to the market process the latter part of the module focuses its attention on supply and costs of production. Students examine the different types of costs and how costs affect revenue and profits. Cost concepts and how they relate to a perfectly competitive firm's supply decision are examined. At the other end of the competitive spectrum is the complete absence of market competition. This situation of monopoly (single priced vs price discrimination monopolists) is also studied in detail.

## **EC4112 - MACROECONOMICS (FOR NON-BUSINESS) (Year 1, Spring Semester)**

**ECTS Credits: 6**

### **Economics**

**Rationale and Purpose of the Module:** The purpose of this module is to introduce the student to the principles underlying the macroeconomy. This is the study of how aggregate economic variables such as, the real growth rate, inflation and unemployment, behave and how the government and central bank can influence their behaviour. The first part of the course deals with key topics such as the theory of income determination, the consumption function and fiscal policy as well as the foreign exchange market. The latter part examines monetary policy instrument including how interest rates are determined and how monetary policy is conducted by the European Central Bank. The benefits and costs of economic and monetary union are also addressed in this introductory macroeconomics module.

**Syllabus:** 1. GNP, business cycle, unemployment, inflation. Policy constraints; 2. The Theory of Income Determination: Basic Model, The aggregate supply and demand model: Three issues: including demand and supply-side shocks, Okuns law, Natural real GNP and automatic adjustment mechanisms. 3. The Consumption Function and Income Determination including disposable income, consumption and saving; Keynesian multiplier; average and marginal propensity to consume. 4. Fiscal Policy and the Business Cycle Stabilisation policy, fiscal policy in Ireland 5. Money and Banking Definitions; types of money; modern banking systems; money creation, money multiplier; instruments of monetary policy. 6. The Price Level and Money Supply and the quantity theory of money and implications. 7. Interest Rate Determination. Monetary policy; demand for money; money market equilibrium, monetary policy and the Keynesian, Classical debate. 8. The Balance of Payments and Exchange Rate Theory. Foreign exchange market, flexible exchange rates, real exchange rates, trade-weighted exchange rate index, Central Bank intervention, external reserves, fixed exchange rates. 9. Purchasing power parity including absolute and relative PPP. 10. Fixed Exchange Rate Systems including the operation of fixed exchange rate systems; monetary adjustment mechanism; sterilisation; fixed exchange rate systems in the past; benefits and costs 11. European Monetary Union including economic benefits and costs to Ireland; adjusting to economic shocks 12. The European Central Bank The design of the ECB; price stability; central bank independence; monetary policy in EMU.

## **MK4603 - MARKETING (Year 2, Autumn Semester)**

**ECTS Credits: 6**

### **Management and Marketing**

**Rationale and Purpose of the Module:** The purpose of this module is to introduce students to marketing as a business philosophy and as a management function and to examine the role of marketing in contemporary organisations. This focuses on the need to understand and connect with customers and to develop and deliver products and services that customers value.

**Syllabus:** Marketing scope; marketing concept; marketing internal and external environment; understanding customer behaviour; segmentation, targeting and positioning; product and brand management; marketing communications; pricing; distribution; marketing of services; marketing and corporate social responsibility.

*On your return from Erasmus, you can decide to continue with your Marketing stream, taking the modules outlined on the following pages, or swap to a short elective in TESOL or Technical Writing. You will receive more information about these short electives later in the programme.*

## **MK4004 - CONSUMPTION AND CONSUMER CULTURE (Year 3, Spring Semester)**

**ECTS Credits: 6**

### **Management and Marketing**

**Rationale and Purpose of the Module:** This course aims to provide coverage of the nature of consumer culture. \* To reflect the general shift within consumer culture in the basic emphasis of economic systems from exchange or production to consumption. \* To define the domain of consumer behaviour, including some areas of interest to consumer behaviour researchers, policymakers, and marketers. \* To provide coverage of the circle of consumption and how consumption relates to other technological and economic processes. \* To explore contemporary theories of consumption. \* To encourage students to critically reflect upon their own consumption.

**Syllabus:** The Circle of Consumption; Motivational Dynamics; Culture; Cultural Values; Myths & Symbols; Cultural Rituals; Types of Meanings; Meaning Transfer; Strategic Analysis of Consumers; Self Concept; Subcultures of Consumption; Lifestyles; Embodiment & Consumption; Classic Theories of Motivation; Consumer Motives in Cultural Perspective; Involvement; Consumer Experience; Consumer Learning; Purchasing; Gift Exchange; Organisational Consumption; Family & Household Consumption; The Social Context of Personal Consumption; Tools of Influence; Reference Groups; Innovation; Adoption and Diffusion; Resistance; Compulsive Consumption; The Disposition Process; Profiles of Disposition Behaviours; Factors Affecting Disposal Choices.

## **MK4045 - DIGITAL MARKETING (Year 4, Autumn Semester)**

**ECTS Credits: 6**

### **Management and Marketing**

**Rationale and Purpose of the Module:** Digital marketing platforms have changed how businesses connect and communicate with customers. The technology now available to consumers has radically altered their consumption patterns. These new behaviour patterns have created significant challenges and opportunities for marketers. This module gives a background of the rapidly changing marketing practice within the context of digital marketing and online social networks. Students will understand the magnitude of digital and social media and how to apply it to within Business-to-Consumer (B2C) and Business-to-Business (B2B) markets. Students will learn about cutting-edge digital marketing concepts, techniques and strategies used within industry. Furthermore students will understand how to leverage mobile and location-based technology for marketing purposes. After this module, from a practical perspective the student will be capable of developing and managing digital marketing campaigns.

**Syllabus:** Introduction to Digital Marketing Theory; Consumer Behaviour and Digital Media; Online Identities; Evolution of Digital Marketing Landscape; Understanding Business-to-Consumer (B2C) and Business-to-Business (B2B) marketing in this new landscape; Social Media & Content Marketing Platforms (Social Networks, Discussion Boards, Blogging, Micro-Blogging, Widgets, Crowd Sourced Content, Social Curation, Social Marketplaces,

Wikis, Social Bookmarking); Search Engine Marketing; PPC Advertising; Search Engine Optimisation; Email Marketing Campaigns; Website Analytics; Building a Digital Brand; Typologies of Online Brands; Digital Products & Freemium Business Model; Online Communities Creation and Curation; User Generated Content & Co-Creation; Mobile and Location-based Marketing; Content Marketing Development, Online PR & Reputation Management; Planning a Social Media Campaign; Impact of Gamification; Word of Mouth and Viral Marketing; Social Media Metrics; Monitoring, Measuring and Management of Social Media Campaigns; Omni-channel - Integration of Digital Marketing with Traditional Marketing Activities; Digital Privacy and Protection; Ethical Digital Marketing Practice, Trends in Digital Marketing.

## **MK4025 - MARKETING COMMUNICATIONS (Year 4, Spring Semester)**

**ECTS Credits: 6**

### **Management and Marketing**

**Rationale and Purpose of the Module:** To introduce students to communications theory. To establish the fundamentals of marketing communications. To explore the nature and influence of the institutions of consumer culture To consider different marketing communications techniques and be cognisant of contemporary trends in the field. To investigate alternative understandings of advertising. To demonstrate how different communications techniques can be combined and interrelated to form the basis of positive international marketing communication strategies. To appreciate the impact which marketing communications have on our lives.

**Syllabus:** Role of communications, communications theory, audiences, how advertising works, the management of marketing communications, the advertising industry, creative aspects of advertising, media aspects of advertising, ethics and advertising standards, communication vehicles- (sponsorship, public relations, direct marketing, consumer sales promotions, trade shows and exhibitions, internet marketing communications tool, internal marketing communications), integrated marketing communications, the planning and management of an integrated marketing communications plan, the effects and effectiveness of marketing communications, future developments in marketing communication.