

Module Title:	Marketing Finance
Academic year:	2009 – 2010
Credit Value:	5 – Mandatory
Pre- requisites:	None
Assessment:	
Aims	To develop students to the point where they can competently apply their theoretical and practical knowledge of finance to solving marketing problems and contribute to marketing decision-making.
Module Content	<ul style="list-style-type: none"> • The nature & scope of Marketing Finance; • Time value of money; • Investment Appraisal; • Loans and mortgages; • Budgeting; • Sensitivity Analysis • Sources of Finance.
Intended Learning Outcomes:	<p>On successful completion of the module the student will be expected to be able to:</p> <ol style="list-style-type: none"> 1. Describe the role of finance in marketing decision-making; 2. Calculate the time value of money; 3. Evaluate investment decisions using capital budgeting techniques; 4. Apply budgetary processes and procedures; 5. Recognise the links between costs, volume, pricing and profit; 6. Outline the various sources of finance.