

## Module Information

2022.01, Approved

### Summary Information

Module Code	3103FNDLBS
Formal Module Title	Introduction to Marketing and PR Communications
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 3
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

### Aims and Outcomes

Aims	This module provides an understanding of the key concepts and terminology used in marketing and public relations. It also gives you a knowledge and understanding of their role within organisations and explores the factors that can influence consumer behaviour.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Describe the role and function of marketing and public relations within organisations
MLO2	2	Explain how the related disciplines of marketing and public relations support different organisational objectives
MLO3	3	Create content for written and audio-visual platforms that will engage stakeholders

**Module Content**

Outline Syllabus	What is marketing/PR?Understanding consumer behaviourProduct life cycleMarketing communicationsStakeholdersKey principles of storytelling
Module Overview	This module gives you an understanding of the key concepts and terminology used in marketing and public relations. It also gives you a knowledge and understanding of your role within organisations and explores the factors that can influence consumer behaviour.
Additional Information	This module will provide students with an opportunity to examine marketing and PR theory and how it applies to business.

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Campaign group presentation	100	0	MLO1, MLO2, MLO3

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Huifeng Bai	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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