

Liverpool John Moores University

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Title: Introduction to Marketing and PR Communications
Status: Definitive
Code: **3502LBSHSU** (127528)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Hoa Sen University

Team	Leader
Natalie Taylor	Y
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Academic Level: FHEQ3 **Credit Value:** 20 **Total Delivered Hours:** 33
Total Learning Hours: 200 **Private Study:** 167

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation to prepare a campaign on a given topic	100	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Campaign group presentation	1	2	3
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Outline Syllabus

What is marketing/PR?
Understanding consumer behaviour
Product life cycle
Marketing communications
Stakeholders
Key principles of storytelling

Learning Activities

Lectures will be used to deliver core knowledge of marketing and PR theories, concepts and models. Core knowledge will be consolidated by student activities within workshops to bring theory, concepts and models to life, using real-life scenarios.

Notes

This module will provide students with an opportunity to examine marketing and PR theory and how it applies to business.