

Liverpool John Moores University

Title: Business Marketing, Management and Public Relations
Status: Definitive
Code: **3517IFBSG** (124529)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Study Group

Team	Leader
Lonnie Readioff	Y

Academic Level: FHEQ3 **Credit Value:** 10 **Total Delivered Hours:** 39

Total Learning Hours: 100 **Private Study:** 61

Delivery Options

Course typically offered: Semester 2 and Summer

Component	Contact Hours
Lecture	19.5
Seminar	13
Tutorial	6.5

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	task	short presentation to group	40	
Essay	essay	short essay (1000 words)	60	

Aims

To develop an understanding of both the operational and strategic problems facing the business enterprise in the modern market economy, with particular reference to marketing management, advertising and Public Relations (PR). To advance students' knowledge of management processes and themes in contemporary business management. To explore marketing as a key theme in contemporary business management and show the relationship between public relations and

organisational objectives.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe and discuss the difference between leadership and management
- 2 Explain management as a process of planning, organising and evaluating
- 3 Describe aspects of marketing and public relations in business

Learning Outcomes of Assessments

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

presentation	3	
essay	1	2

Outline Syllabus

- *The business management environment*
- *Marketing management*
- *Market segments and market research*
- *Marketing objectives and strategies*
- *Product, price, place*
- *Promotion: Advertising and Public Relations*

Learning Activities

Lectures, tutorials, seminars, case studies for group discussion and debate, presentations and use of real-world business scenarios.

Notes

Students will examine marketing and public relations within the world of business using case studies and examples of real-world business scenarios.