

Module Information

2022.01, Approved

Summary Information

Module Code	3517IFBSG
Formal Module Title	Business Marketing, Management and Public Relations
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 3
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Study Group

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	13
Tutorial	7

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
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JAN-PAR	PAR	January	12 Weeks
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Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Describe and discuss the difference between leadership and management
MLO2	2	Explain management as a process of planning, organising and evaluating
MLO3	3	Describe aspects of marketing and public relations in business

Module Content

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	presentation	40	0	MLO3
Portfolio	essay	60	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amanda Mason	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings

