

Summary Information

Module Code	3523IFBSG
Formal Module Title	Business Marketing, Management and Public Relations
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 3
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
John Burns	Yes	N/A

Module Team Member

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

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Study Group

Learning Methods

Learning Method Type	Hours
Lecture	26
Seminar	39

Module Offering(s)

Offering Code	Location	Start Month	Duration
APR-PAR	PAR	April	12 Weeks
JAN-PAR	PAR	January	12 Weeks

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 explore marketing as a key theme in contemporary business management and show the relationship between public relation and corporate communications. To advance student knowledge of management processes and themes in contemporary business management and corporate social responsibility.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Explaining types of Organisational Structure
MLO2	Understanding different Leadership and Management type
MLO3	Describe aspects of Marketing
MLO4	Describe the role of Public Relations in business organisations.
MLO5	Understanding and Evaluating the role of Business Ethics and Corporate Communications.

Module Content

Outline Syllabus

- Organisational structures and management- Market research - Market strategies- Marketing mix - product life cycle and market mapping- Market segmentation - Corporate communications - Public relations- Business ethics / legislation

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. Students will also investigate cases studies relating to organisational structure and leadership and will also conduct real-life market research to further enhance students knowledge and skills. Louise Burton - Module Leader.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Presentation	60	0	MLO5, MLO4, MLO3
Essay	Essay	40	0	MLO1, MLO2