

Liverpool John Moores University

Title: INTRODUCTION TO MARKETING
Status: Definitive
Code: **4000BUSMK** (108282)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Peter Williamson	Y

Academic Level: FHEQ4
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	26.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework	100.0	

Aims

To introduce students to:

- the concept of marketing, and its role in a variety of organizations,
- the importance of marketing information in informing and shaping marketing strategies,
- the fundamentals of segmenting consumer markets, and the marketing mixes that can be developed to target consumer segments,
- group working to produce a coherent and integrated marketing strategy for a new product.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the importance of marketing within the organisation, and the role it plays in contributing to organisational goals.
- 2 Understand the role and importance of marketing information, and the secondary sources of data from which organisations might acquire marketing information.
- 3 Understand the importance of market segmentation, and the bases on which consumer markets might be segmented.
- 4 Develop a comprehensive marketing mix for consumer markets.

Learning Outcomes of Assessments

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

CW 1 2 3 4

Outline Syllabus

- *Introduction to marketing – why study marketing?*
- *The European marketing environment,*
- *Marketing information systems and research,*
- *Segmenting consumer markets,*
- *Developing the marketing mix for goods and services,*
- *Products and brands,*
- *Pricing,*
- *Distribution and retailing,*
- *Marketing communications.*

Learning Activities

- Lectures,
- Tutorials – case studies,
- Tutorials – assignment workshops.

References

Course Material	Book
Author	Brassington, F and Pettitt, S
Publishing Year	2007
Title	Essentials of Marketing
Subtitle	
Edition	
Publisher	2nd edition, FT Prentice Hall

ISBN	
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Notes

The module provides an introduction to marketing, and highlights the critical importance of marketing to achieving overall organisational objectives. The group coursework is designed to evaluate students' abilities to translate theory into practice.