

Liverpool John Moores University

Title: Business Management, Marketing and Public Relations
Status: Definitive
Code: **4000IYO** (120177)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Study Group

Team	Leader
Gillian Hunt	Y

Academic Level: FHEQ4
Credit Value: 24
Total Delivered Hours: 86
Total Learning Hours: 240
Private Study: 154

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	60
Seminar	14
Tutorial	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Case studies related to management, marketing and public relations (2,000 word report)	50	
Exam	Exam	Exam - contemporary management theories (2 hours)	50	2

Aims

To introduce students to management processes and themes in contemporary business management.

To explore marketing as a key theme in contemporary business management.

To recognise the relationship between public relations and organisational objectives.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe management as a process of planning, organising and projecting
- 2 Present examples of contemporary themes in business management
- 3 Apply management processes across private, public and not for profit organisations
- 4 Explain marketing concepts and its role in a variety of organisations
- 5 Identify the role and value of effective public relations

Learning Outcomes of Assessments

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

Case Studies	3	4	5
Exam 2 hours	1	2	

Outline Syllabus

The business management environment

Planning, organising and projecting

Using market intelligence

Management in private, public and not for profit organisations

Marketing mix

Products and brands

Strategic marketing planning

Communication techniques

Objective setting and mission statements

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.