

Liverpool John Moores University

Title: FOUNDATIONS OF MARKETING
Status: Definitive
Code: **4001BUSMK** (117094)
Version Start Date: 01-08-2017

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

Team	Leader
Peter Simcock	Y

Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 80
Total Learning Hours: 240 **Private Study:** 160

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Group assignment - submission due week 14.	50	
Exam	Exam	Examination - during spring assessment period	50	2

Aims

To provide knowledge and understanding of the underlying theories and principles of marketing in order to provide a foundation for further studies in the discipline.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the marketing concept, marketing orientation and planning, and the role of marketing within a variety of organisations.
- 2 Appreciate the external constraints on marketing strategy.
- 3 Understand the concept of the marketing mix for goods and services.

Learning Outcomes of Assessments

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

Report (Groupwork)	2	3
Examination	1	

Outline Syllabus

Module introduction: Defining marketing and its role within the organisation and society

The marketing environment

Marketing research

Segmenting consumer and business markets

The marketing mix for goods and services

Products and brands

Pricing within the marketing mix

Channel structure and managing channel conflict

Marketing orientation

Strategic marketing planning

Marketing information systems

Strategic brand management

Learning Activities

Lectures, tutorials, case studies, group exercises and presentations.

Notes

The module aims to provide students with the knowledge and understanding of the fundamental models, theories and principles of marketing, and how to employ these in operationally useful ways in a range of organisations.