

Liverpool John Moores University

Title: CUSTOMER COMMUNICATIONS
Status: Definitive
Code: **4002BUSCO** (116978)
Version Start Date: 01-08-2017

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

Team	Leader
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Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 73
Total Learning Hours: 240 **Private Study:** 167

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	73

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Gp Present	Group presentation	60	
Technology	Web site	Web site design	40	

Aims

This module introduces students to methods of expanding a business through marketing techniques and supporting technologies.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the marketing 4P's.
- 2 Produce a marketing plan.
- 3 Utilise information technology to support communication.
- 4 Understand website design issues and value.
- 5 Understand basic web technologies, e.g. html and css.

Learning Outcomes of Assessments

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

Group presentation	1	2	3
Web site design	4	5	

Outline Syllabus

Role of marketing and differentiation;
Acquisition of relevant information and analysis of same;
Construction of a realistic marketing plan;
E-marketing principles;
Usability and accessibility in Web design;
Use of the Web in business;
Web development technologies.

Learning Activities

All teaching will be lab based.

Notes

Supporting notes will be available on Blackboard.