

## Liverpool John Moores University

Title: OPERATIONS MANAGEMENT FOR MARKETING  
Status: Definitive  
Code: **4002BUSMK** (117095)  
Version Start Date: 01-08-2017  
  
Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Alastair Balchin	Y

**Academic Level:** FHEQ4      **Credit Value:** 24      **Total Delivered Hours:** 48  
**Total Learning Hours:** 240      **Private Study:** 192

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Tutorial	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Individual, 3,000 word case study.	50	
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### Aims

- 1. To introduce students to aspects of operations management theory and practice relevant to services and marketing;*
- 2. To give students the skills to solve real world operations-related problems relevant to marketing.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Select and apply operations management theories, models and tools to service case study scenarios;
- 2 Select and apply suitable tools and techniques to solve operations-related problems.

## Learning Outcomes of Assessments

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

Essay 1	1	2
Essay 2	1	2

## Outline Syllabus

1. *Basic operations management principles – systems and processes;*
2. *The nature of services;*
3. *Service process design;*
4. *Classification of services;*
5. *New product development;*
6. *Quality management for services;*
7. *Measuring service quality;*
8. *The 7 tools of quality control and improvement;*
9. *An introduction to Lean Principles;*
10. *Matching supply and demand in services;*
11. *Variation and Statistical Process Control (SPC);*
12. *Managing the supply chain;*
13. *Customer complaints and service recovery;*
14. *Service quality, customer satisfaction and loyalty.*

## Learning Activities

Each session will involve a lecture followed by a tutorial where students will gain practice in the application of various operations management theories, models, tools and techniques.

Learning activities include video, games, experiments and case studies.

## Notes

This module is designed to introduce marketing students to the theory and practice of operations management of particular relevance to them. In particular the classification and management of services and the link between service quality,

customer satisfaction and loyalty.