

Summary Information

Module Code	4002LBSBW
Formal Module Title	Foundation of Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	Understand the underlying principles of marketing, including the range of specific marketing activities and their influence on organisations.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Describe the core principles of Marketing and the theories behind them.
MLO2	2	Discuss the factors and trends in the marketing environment and how they affect marketing.
MLO3	3	Explain the role of marketing to the organisation.
MLO4	4	Demonstrate the application of the marketing mix within different marketing contexts.
MLO5	5	Apply and adapt marketing mix to satisfy customers' needs.

Module Content

Outline Syllabus	Introduction to Marketing Marketing Strategy Consumer Markets Business Markets Consumer Value Products, Services & Brands Pricing Marketing Channels Marketing Communications
Module Overview	
Additional Information	A comprehensive introduction to the fundamental principles of marketing

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Group Report	60	0	MLO4, MLO5
Test	In-Class Test	40	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Ioanna Yfantidou	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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