

## Liverpool John Moores University

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Title: Foundation of Marketing  
Status: Definitive  
Code: **4002LBSMK** (128983)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Ioanna Yfantidou	Y

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 47  
**Total Learning Hours:** 200      **Private Study:** 153

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	EXAM	Examination	100	3

### Aims

*Understand the underlying principles of marketing, including the range of specific marketing activities and their influence on organisations.*

### Learning Outcomes

After completing the module the student should be able to:

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

### **Learning Outcomes of Assessments**

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

Examination	1	2	3	4	5
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### **Outline Syllabus**

*Introduction to Marketing*  
*Marketing Strategy*  
*Consumer Markets*  
*Business Markets*  
*Consumer Value*  
*Products, Services & Brands*  
*Pricing*  
*Marketing Channels*  
*Marketing Communications*

### **Learning Activities**

Lectures  
Seminars  
Online work  
Case studies  
Journal article analysis  
Industry reports  
Student centred feedback and feed forward

### **Notes**

A comprehensive introduction to the fundamental principles of marketing