

## Liverpool John Moores University

Title: RESOURCE MANAGEMENT FOR MARKETERS  
Status: Definitive  
Code: **4003BUSMK** (117096)  
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Carol Davies	Y
Joseph McGrath	

**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 52.00  
**Total Learning Hours:** 240      **Private Study:** 188

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	52.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	One report on a case study to examine financial management decisions.	50.0	
Presentation	Pres.	Students will be required to present 3 group presentations.	50.0	

### Aims

*To introduce the concepts and issues involved in managing resources with the field of Marketing and enable students to integrate the needs of marketing into the organisational plan.*

## Learning Outcomes

After completing the module the student should be able to:

- LO 1 Appreciate the role of HRM and Finance with the development and execution of a marketing plan.
- LO 2 Enable students to establish recruitment, training and development plans that match the marketing structure.
- LO 3 Enable students to understand financial management of marketing projects.
- LO 4 Enable students to use management accounting techniques to make business decisions.

## Learning Outcomes of Assessments

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

Report	LO 1	LO 2
Presentation	LO 3	LO 4

## Outline Syllabus

*Human Resource planning in Marketing including:  
Recruitment,  
Selection,  
Induction,  
Training.  
Financial Resources and Management Accounting;  
Costing methods;  
Breakeven Analysis;  
Budgeting & Control;  
Investment appraisal methods.*

## Learning Activities

Workshop based activities for groups of 20 students with 2 hour workshops per week.

## References

<b>Course Material</b>	Book
<b>Author</b>	Dyson, J
<b>Publishing Year</b>	2010
<b>Title</b>	Accounting for Non-Accounting Students
<b>Subtitle</b>	
<b>Edition</b>	8th edition

<b>Publisher</b>	Pearson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Grey, C
<b>Publishing Year</b>	2009
<b>Title</b>	A very short, fairly interesting and reasonably cheap book about studying organizations
<b>Subtitle</b>	
<b>Edition</b>	2nd edition
<b>Publisher</b>	Sage
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Foot and Hook
<b>Publishing Year</b>	2008
<b>Title</b>	Introducing Human Resource Management
<b>Subtitle</b>	
<b>Edition</b>	5th edition
<b>Publisher</b>	Pearson
<b>ISBN</b>	

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## Notes

To introduce the concepts and issues involved in managing resources with the field of Marketing and enable students to integrate the needs of marketing into the organisational plan.