

Liverpool John Moores University

Title: Principles of Marketing
Status: Definitive
Code: **4003LBSBSC** (126310)
Version Start Date: 01-08-2021

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

Team	Leader
Bin Gao	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	22
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Individual Report	100	

Aims

To provide students with:

A comprehensive introduction to the principles of marketing in various market settings. Students will develop an understanding of, and the ability to examine, the internal and external forces. Introduction to a range of strategic and tactic marketing tools that are vital for an informed approach to marketing decision making. Students will learn about building profitable relationships with customers and co-creating value

in fast-changing and interdependent global marketplace, justifying marketing strategies, provide solutions, exercise creativity and demonstrate theory and practice by delivering a marketing plan for a real company.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the marketing concept in relation to different organisation sectors.
- 2 Identify and describe markets and customers utilising secondary sources of information.
- 3 Recognise a range of marketing strategies and synthesise ideas into a marketing plan.

Learning Outcomes of Assessments

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

Individual Report	1	2	3
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Outline Syllabus

Introduction to Marketing

- *Marketing Environment in Global Context*
- *Marketing Research*
- *Marketing Strategy*
- *Segmentation, Targeting, and Positioning*
- *Marketing Mix*
- *Management of Products and Services*
- *Brand Management*
- *Pricing*
- *Marketing Channels. Retailing and Wholesaling*
- *Promotional Mix*
- *Business Ethics for Marketing*
- *Outline of Marketing Pathway for Future Study*

Learning Activities

Formal lectures, seminars and tutorial.

Notes

No Course notes were supplied