

## Liverpool John Moores University

Title: PRINCIPLES OF MARKETING  
Status: Definitive  
Code: **4004BUSBS** (116966)  
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Elena Teso	Y
Lindsey Muir	
Adrian McGrath	

**Academic Level:** FHEQ4      **Credit Value:** 24      **Total Delivered Hours:** 78  
**Total Learning Hours:** 240      **Private Study:** 162

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	26
Tutorial	52

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam.	Examination assesses LOs 1 - 5 through testing the student's knowledge of the marketing mix, planning, management and rationale for marketing in each question.	50	
Presentation	Pres.	Group presentation assesses LOs 1 - 5 via testing the ability of students to coherently present their knowledge on marketing in each area [rationale for marketing, planning, marketing mix], using the development of a	50	

Category	Short Description	Description	Weighting (%)	Exam Duration
		marketing plan for a product or service of their choice.		

## Aims

*To introduce students to the role and practice of Marketing within a variety of organisations.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Appreciate and understanding the marketing concept.
- 2 Recognise the role of marketing within a range of organisations, including public, private and not-for-profit.
- 3 Determine the principles of marketing planning.
- 4 Appreciate the concept of a marketing mix applicable to both goods and services.
- 5 Appraise the nature of the marketing management process and management of the marketing mix.

## Learning Outcomes of Assessments

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

Examination	1	4	5
Presentation	2	3	

## Outline Syllabus

*The Marketing Concept*  
*The Place of Marketing within the Organisation*  
*Marketing Excellence*  
*Marketing Planning*  
*Developing the Marketing Mix*  
*Products and Brands*  
*Pricing and the Marketing Mix*  
*Introduction to Marketing Communications*  
*Introduction to Sales Management*  
*Introduction to Marketing Logistics*  
*Relationship Marketing*  
*Services Marketing*  
*Advertising*  
*Marketing Communications*  
*Consumer Behaviour*  
*Introduction to Marketing Ethics*

*New Product Development*  
*International Marketing*

**Learning Activities**

Lectures/Tutorials, Case Studies, Lectures plus weekly 2 hour tutorials to introduce marketing to the students and facilitate preparation for the presentation and examination.

**Notes**

To introduce students to the role and practice of Marketing within a variety of organisations.