

Summary Information

Module Code	4004LBCDA
Formal Module Title	Customers and Markets
Owning School	Leadership and Organisational Development
Career	Undergraduate
Credits	30
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Julie Marshall	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
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Online	30
Placement	10
Workshop	20

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module aims to help the students gain the knowledge and skills required to understand the marketing operations in an organisation by understanding the markets, customer needs and integration with organisational strategy.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Describe the key theoretical marketing, sales and customer concepts
MLO2	Explain the role and importance of segmentation, targeting, positioning and customer experience
MLO3	Summarise and describe marketing strategies and plans
MLO4	Recognise the importance of quality in customer service experience and identify creative approaches to meet customer needs

Module Content

Outline Syllabus
Marketing principles & concepts Marketing environment and planning Secondary research – market reports and environmental scanning. Segmentation, targeting and positioning Products and services Sales management Marketing communications Pricing Marketing channels Customer insight and experience Creative and innovative approaches

Module Overview
This module aims to help you gain the knowledge and skills required to understand the marketing operations in an organisation. You will learn to understand the markets, customer needs and integration with organisational strategy.

Additional Information

Formative assessment will take place at stages towards the report submission

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Report 1	50	0	MLO3, MLO2, MLO1
Report	Report 2	50	0	MLO4, MLO3, MLO2