

Liverpool John Moores University

Title: Customers and Markets
Status: Definitive
Code: **4004LBCDA** (125331)
Version Start Date: 01-08-2021

Owning School/Faculty: Leadership and Organisational Development
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Peter Scott	Y

Academic Level: FHEQ4 **Credit Value:** 30 **Total Delivered Hours:** 60
Total Learning Hours: 300 **Private Study:** 240

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	30
Placement	10
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report 1	2000 Word Report- marketing audit of an organisation	50	
Report	Report 2	2000 word - assess customer insight and innovative approaches to understanding customers and markets	50	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the key theoretical marketing, sales and customer concepts
- 2 Explain the role and importance of segmentation, targeting, positioning and customer experience
- 3 Summarise and describe marketing strategies and plans
- 4 Recognise the importance of quality in customer service experience and identify creative approaches to meet customer needs

Learning Outcomes of Assessments

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

2000 Word Report- marketing au	1	2	3
2000 word - assess customer in	2	3	4

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

Learning Activities

Participative workshops integrating theory, idea, skills development and reflection on practice. Action learning groups and modelling of coaching processes develop practice and reflection. Workplace learning activities between workshops enable skills to be applied, and experience to be gained. Skills support and assessment tools on-line, with guided learning activities to apply learning in the workplace.

Notes

Formative assessment will take place at stages towards the report submission