

Research Design

Module Information

2022.03, Archived

Summary Information

Module Code	4006LBSEVM
Formal Module Title	Marketing for Tourism and Events
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	The aim of the module is to provide students with the knowledge and understanding of marketing theories and concepts in the context of tourism and events management sectors.
------	---

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop the knowledge of marketing communications techniques within the tourism and events industry.
MLO2	2	Understand the theories and frameworks of marketing management.
MLO3	3	Demonstrate knowledge of real-world marketing promotions and processes.

Module Content

Outline Syllabus	Introduction to Marketing Understanding the Marketing Environment in Tourism and Events Marketing as a Business Function The Marketing Mix Product/ Service Marketing Consumer Behaviour Destination Marketing Segmentation, Targeting and Positioning Introduction to Digital Marketing
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	AS1	30	0	MLO1, MLO3, MLO2
Report	AS2	70	0	MLO1, MLO3, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Adenike Adebayo	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------