

Liverpool John Moores University

Title: PRINCIPLES OF MARKETING
Status: Definitive
Code: **4007BUSBM** (116860)
Version Start Date: 01-08-2017

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

| Team | Leader |
|---------------|--------|
| Seng Kok | Y |
| Adam Frost | |
| Martin Hudson | |

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

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 39 |
| Tutorial | 39 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|-------------------------|---------------|---------------|
| Presentation | Pres. | | 30 | |
| Report | Report | Word count: 2,500 ± 10% | 70 | |

Aims

To provide an introduction to foundational concepts and strategies in the marketing of products and services in different organizational settings.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand marketing's importance for managers in a range of organisational contexts (SMEs, private sector, public sector, not-for-profit sector);
- 2 Understand marketing orientation and the role of the marketing as a cross-functional activity in organisations;
- 3 Understand different types of market (i.e. fast moving consumer goods, consumer durables and business-to-business) and the marketing strategies appropriate to each;
- 4 Understand what is meant by the marketing mix and how its elements can be managed to achieve marketing objectives;
- 5 Understand market segmentation, targeting and positioning and their implications for the practice marketing.

Learning Outcomes of Assessments

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

| | | | |
|--------------|---|---|---|
| Presentation | 3 | 5 | |
| Report | 1 | 2 | 4 |

Outline Syllabus

Introduction to the evolution of marketing thought
Understand the marketing concept and the role of marketing within organisations
Analysing the marketing environment (with an emphasis on online)
Marketing research (inc. online social media)
Developing and managing customer relationships
Marketing Planning
Consumer buying behavior
New product development
Developing and managing the extended marketing mix (7Ps)
Products and Brands
Pricing in the context of the marketing mix
Introduction to integrated marketing communications

Learning Activities

The focus of this module is on contemporary practice and therefore learning activities will strongly feature cutting edge cases and applied exercises as well as guest speakers. These will be contextualized by lectures and tutorials.

Notes

This module will provide an introduction to the fundamental concepts and strategies

of marketing and their use in a range of organizational settings. The emphasis will be on the practice of marketing in SMEs and the growth of online marketing.