

Liverpool John Moores University

Title: PRINCIPLES OF MARKETING
Status: Definitive
Code: **4007KAPBM** (118092)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Matthew Veasey	Y

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 78.00
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	39.000
Tutorial	39.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Word count: 2,500 ± 10%	70.0	
Presentation	Pres.		30.0	

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:

- LO 1 Understand marketing's importance for managers in a range of organisational contexts (SMEs, private sector, public sector, not-for-profit sector);
- LO 2 Understand marketing orientation and the role of the marketing as a cross-functional activity in organisations;
- LO 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;
- LO 4 Understand what is meant by the marketing mix and how its elements can be managed to achieve marketing objectives;
- LO 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:

Report	LO 1	LO 2	LO 4
Presentation	LO 3	LO 5	

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.

References

Course Material	Book
Author	Jobber, D

Publishing Year	2009
Title	Principles and Practice of Marketing
Subtitle	
Edition	6th edition
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Kotler, P, Armstrong, G, Wong, V and Saunders, J
Publishing Year	2008
Title	Principles of Marketing
Subtitle	
Edition	European edition
Publisher	Financial Times/Prentice Hall
ISBN	

Course Material	Book
Author	Brassington, F and Pettitt, S
Publishing Year	2007
Title	Essentials of Marketing
Subtitle	
Edition	2nd edition
Publisher	Financial Times/Prentice Hall
ISBN	

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.