

Liverpool John Moores University

Title: PRINCIPLES OF MARKETING
 Status: Definitive
 Code: **4024BUSCOM** (119484)
 Version Start Date: 01-04-2013

Owning School/Faculty: Liverpool Business School
 Teaching School/Faculty: Liverpool Business School

Team	Leader
Hilary Bishop	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	26.000
Seminar	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam.	Examination assesses Learning Outcomes through testing the student's knowledge of the marketing mix, planning, management and rationale for marketing in each question.	50.0	
Presentation	Pres.	Group presentation assesses Learning Outcomes via testing the ability of students to coherently present their knowledge on marketing in each area [rationale for marketing, planning, marketing mix], using the development of a marketing plan for a product or service of their choice.	50.0	

Aims

To introduce students to the role and practice of Marketing within a variety of organisations.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Appreciate and understanding the marketing concept.
- LO 2 Recognise the role of marketing within a range of organisations, including public, private and not-for-profit.
- LO 3 Appreciate the concept of a marketing mix applicable to both goods and services.

Learning Outcomes of Assessments

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

Examination	LO 1	LO 3
Presentation	LO 2	

Outline Syllabus

The Marketing Concept
The Place of Marketing within the Organisation
Marketing Excellence
Marketing Planning
Developing the Marketing Mix
Products and Brands
Pricing and the Marketing Mix
Introduction to Marketing Communications
Introduction to Sales Management
Introduction to Marketing Logistics
Relationship Marketing
Services Marketing
Advertising
Marketing Communications
Consumer Behaviour
Introduction to Marketing Ethics
New Product Development
International Marketing

Learning Activities

Lectures/Tutorials, Case Studies, Lectures plus weekly 2 hour tutorials to introduce marketing to the students and facilitate preparation for the presentation and examination.

References

Course Material	Book
Author	Blythe, J
Publishing Year	2009
Title	Principles and Practice of Marketing
Subtitle	
Edition	2nd edition
Publisher	Cengage Learning, London
ISBN	

Notes

To introduce students to the role and practice of Marketing within a variety of organisations.