

Liverpool John Moores University

Title: PRINCIPLES OF MARKETING
Status: Definitive
Code: **4029TEF** (103766)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Peter Scott	Y
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Academic Level: FHEQ4 **Credit Value:** 12 **Total Delivered Hours:** 24
Total Learning Hours: 120 **Private Study:** 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Seminar	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation	50	
Essay	AS2	1000 word essay	50	

Aims

This module will introduce students to basic marketing principles relevant to the development of consumer products and services.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the factors which influence the marketing environment
- 2 Demonstrate an understanding of the decision making process that consumers go through
- 3 Discuss the significance of the elements contained in the marketing mix

Learning Outcomes of Assessments

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

Group Presentation	1	2
Essay	3	

Outline Syllabus

To consider what marketing involves and its definition; marketing and the operating environment; customer buying behaviour; segmentation, targeting and positioning; products, their management and development; price, context, concepts and strategies; place, channels and logistics; promotion, communication and then promotional mix; marketing, planning and control.

Learning Activities

The module will be delivered through a series of lectures, seminar, workshops and the use of formative assessment.

Notes

This module will address the basic principles of marketing. It will consider the marketing issues relevant to the development of products and services. Students will be able to direct their knowledge towards a product or service category that is relevant to their degree programme. Evidence from this module may contribute to WoW certification.