

Foundation of Marketing 1

Module Information

2022.01, Approved

Summary Information

Module Code	4032BUSMK
Formal Module Title	Foundation of Marketing 1
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	17
Seminar	22
Workshop	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To introduce students to the underlying principles of marketing as a whole and a range of specific marketing activities
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate the role of marketing within a range of organisations and activities
MLO2	2	Analyse the role and importance of segmentation, targeting and positioning within consumer markets
MLO3	3	Critically examine the principles of implementing a marketing strategy within business to consumer markets

Module Content

Outline Syllabus	Defining marketing and its role within the organisation and society Segmenting business to consumer markets Development and implementation of the marketing mix
Module Overview	This module will introduce you to the underlying principles of marketing as a whole and a range of specific marketing activities.
Additional Information	A comprehensive introduction to the fundamental principles of marketing within the Business to Consumer context

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Group (max 4) 2500 word rept	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Ioanna Yfantidou	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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