

## Liverpool John Moores University

Title: Foundation of Marketing 1  
Status: Definitive  
Code: **4032BUSMK** (121495)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Ioanna Yfantidou	Y
Andrew Doyle	

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 49.5  
**Total Learning Hours:** 200      **Private Study:** 150.5

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	16.5
Seminar	22
Workshop	11

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	RPT	Students in groups (max 4) will produce a 2,500 word report (+/- 10%)	100	

### Aims

*To introduce students to the underlying principles of marketing as a whole and a range of specific marketing activities*

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

Group (max 4) 2500 word rept      1      2      3

## Outline Syllabus

*Defining marketing and its role within the organisation and society*  
*Segmenting business to consumer markets*  
*Development and implementation of the marketing mix*

## Learning Activities

Lectures  
Seminars  
Student centred feedback and feed forward

## Notes

A comprehensive introduction to the fundamental principles of marketing within the Business to Consumer context