

Foundations of Marketing 2

Module Information

2022.01, Approved

Summary Information

Module Code	4035BUSMK
Formal Module Title	Foundations of Marketing 2
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	11
Seminar	22
Workshop	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To build on 4032BUSK Foundations of Marketing 1 and provide a strategic perspective of marketing within the organisation
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	To understand the importance of marketing orientation and planning within a range of organisations
MLO2	2	Evaluate the strategic role of marketing within a variety of organisations
MLO3	3	Analyse the importance of internal marketing in achieving overall marketing objectives

Module Content

Outline Syllabus	Marketing orientation Strategic marketing planning Marketing information systems Strategic brand management Relationship marketing Internal marketing
Module Overview	This module will build on Foundations of Marketing 1 and provide a strategic perspective of marketing within the organisation.
Additional Information	The module aims to provide students with the knowledge and understanding of the fundamental models, theories and principles of marketing, and how to employ these in strategically useful ways in a range of organisations

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Unseen examination	100	2	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Andrew Doyle	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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