

## Liverpool John Moores University

Title: FOUNDATIONS OF MARKETING 2  
Status: Definitive  
Code: **4035BUSMK** (123125)  
Version Start Date: 01-08-2021

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

Team	Leader
Andrew Doyle	Y

**Academic Level:** FHEQ4  
**Credit Value:** 20  
**Total Delivered Hours:** 46  
**Total Learning Hours:** 200  
**Private Study:** 154

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	22
Workshop	11

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	2HR Exam - Unseen & Closed Book	100	2

### Aims

*To build on 4032BUSK Foundations of Marketing 1 and provide a strategic perspective of marketing within the organisation*

### Learning Outcomes

After completing the module the student should be able to:

- 1 To understand the importance of marketing orientation and planning within a range of organisations
- 2 Evaluate the strategic role of marketing within a variety of organisations
- 3 Analyse the importance of internal marketing in achieving overall marketing objectives

### **Learning Outcomes of Assessments**

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

Unseen examination	1	2	3
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### **Outline Syllabus**

*Marketing orientation*  
*Strategic marketing planning*  
*Marketing information systems*  
*Strategic brand management*  
*Relationship marketing*  
*Internal marketing*

### **Learning Activities**

Lectures, Seminars , case studies, group exercises and presentations

### **Notes**

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