

## Marketing Management and Sales

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4055YPCBM
Formal Module Title	Marketing Management and Sales
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

#### Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

#### Module Offering(s)

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

## Aims and Outcomes

Aims	The course provides a comprehensive introduction to marketing management and sales of products and services in various settings. Students will develop an understanding of, and the ability to examine, the internal and external forces that have an impact on marketing and sales. The course introduces students to a range of strategic and tactic marketing and sales tools that are vital for creating an informed approach to marketing and sales decision making. The module provides students with an opportunity to develop skills in a range of marketing functions such as research, new product/service development, pricing, promotion, planning, creating sale proposals etc. Finally, students will learn to justify marketing strategies, exercise creativity and marry theory and practice by composing a marketing plan for a real company.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Define the key theoretical marketing and sales concepts and provide valid examples
MLO2	2	Define and evaluate corporate micro- and macroenvironment
MLO3	3	Analyse markets and customers utilising secondary sources of information
MLO4	4	Assess and apply the marketing mix tool (4Ps)
MLO5	5	Demonstrate the ability to justify marketing strategies and synthesise ideas into a marketing plan

## Module Content

Outline Syllabus	- Introduction to Marketing- Marketing Environment- Marketing Research- Segmentation, Targeting and Positioning- Products and Services- Brand management- Pricing- Promotional mix- Marketing channels. Retailing and Wholesaling- Personal selling and sales promotion
Module Overview	
Additional Information	The module develops skills in marketing and sales with an emphasis on analysis and planning, and introduces key ideas and phenomena, such as how to deliver benefits to customers. The module offers a framework for analysis and understanding of markets and consumers and enhances problem solving and informed decision-making abilities.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Exam	In class Exam	30	1	MLO1
Report	2500 words marketing plan	70	0	MLO2, MLO3, MLO4, MLO5

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
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Bin Gao	Yes	N/A
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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