

## Liverpool John Moores University

Title: Marketing Management and Sales

Status: Definitive

Code: **4055YPCBM** (122970)

Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management

Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Bin Gao	Y

<b>Academic Level:</b>	FHEQ4	<b>Credit Value:</b>	20	<b>Total Delivered Hours:</b>	45
<b>Total Learning Hours:</b>	200	<b>Private Study:</b>	155		

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	1 hr EXAM	1 hour in class exam	30	1
Report	RPT	Students are expected to develop a full 2500 word marketing plan for a company of their choice.	70	

### 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.*

## **Learning Outcomes**

After completing the module the student should be able to:

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

## **Learning Outcomes of Assessments**

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

In class Exam	1				
2500 words marketing plan	2	3	4	5	

## **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*

## **Learning Activities**

- analysis of relevant newspaper and journal articles, market research reports, case studies and practical examples drawn from a variety of marketing situations and industrial contexts
- discussion of case studies and other materials
- small groups presentations

- teamwork on developing a marketing plan and sales pitch

## **Notes**

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.