

Marketing for Business

Module Information

2022.01, Approved

Summary Information

Module Code	4103LBSBW
Formal Module Title	Marketing for Business
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	11
Workshop	22

Module Offering(s)

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

Aims and Outcomes

Aims	To immerse students into the role and practice of marketing, providing knowledge and understanding of the relevant theories through engagement.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Understand the Marketing concept
MLO2	2	Appreciate the role of Marketing across personal, public, private and not for profit organisations
MLO3	3	Understand the concept of the Marketing mix for both goods and services
MLO4	4	Discuss the impact of brands, strategy, positioning and personality
MLO5	5	Appraise the influence of the E-economy and Digital Marketing within society

Module Content

Outline Syllabus	Marketing Concept Marketing with the Organisation Marketing Environment Marketing Planning Segmentation, Targeting and Positioning Developing the Marketing Mix Products, Services and Branding Strategy Pricing Marketing Communications Sales Management Marketing Channels Customer Relationship Marketing Non-profit Marketing Advertising Consumer Buying Behaviour Ethics, Social Responsibility and Sustainability Digital Marketing and E-Economy Global Perspective
Module Overview	This module immerses you into the role and practice of marketing, providing knowledge and understanding of the relevant theories through engagement.
Additional Information	To introduce students to the role and practice of Marketing within a variety of organisations.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Examination	100	2	MLO1, MLO2, MLO3, MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Ioanna Yfantidou	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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