

## Liverpool John Moores University

Title: INTRODUCTION TO MARKETING  
Status: Definitive  
Code: **4501CP** (103519)  
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies  
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

**Academic Level:** FHEQ4  
**Credit Value:** 20.00  
**Total Delivered Hours:** 77.00  
**Total Learning Hours:** 200  
**Private Study:** 123

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Tutorial	25.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	AS1	Mid Term Test	20.0	
Essay	AS2	Practical Assignment	30.0	
Exam	AS3	Examination.	50.0	2.00

### Aims

*To allow learners to identify and explore introductory marketing concepts which are central to the functioning of marketing.*

*To equip learners with the necessary skills, knowledge and competence to define their marketplace and potential customer base.*

*To understand the key elements in planning, managing and executing the marketing mix.*

*To develop skills in analysing marketing opportunities.  
To familiarise learners with the core legal issues in marketing.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Apply marketing terminology in an integrated context.
- 2 Interpret the fundamentals of the marketing concept.
- 3 Illustrate the complexities and explain the environmental dynamics within marketing.
- 4 Demonstrate an understanding of the pace and direction of change within the marketing sector.
- 5 Explain the practical application of legal rules and regulations governing and restricting marketing practitioners.

## **Learning Outcomes of Assessments**

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

MID TERM TEST	1	2			
PRACTICAL ASSIGNMENT	2	3	5		
EXAM	1	2	3	4	5

## **Outline Syllabus**

### *1. Introduction to Marketing*

*Marketing's changing role within industry. The evolution of the societal marketing concept. Patronage and generating loyalty. Ethics and social responsibility in marketing.*

### *2. The Marketing Environment*

*Tracking features of a dynamic marketing environment. The consumer decision making process. Framework for environmental analysis. Environmental Scanning.*

### *3. Managing Market Information*

*The essential role and value of marketing research to an organisation. The research process. Research methodologies. Consumer research.*

### *4. Segmentation, Targeting & Positioning*

*Market segmentation. Dynamic targeting strategies. Positioning for competitive advantage.*

### *5. Product*

*Product Life Cycle. New Product Development. Anatomy of a Product. Branding,*

### *6. Price*

*Role of pricing. Factors to consider when setting price. General pricing approaches. Pricing strategies.*

### *7. Place*

*The nature of distribution channel. Channel behaviour. Channel design and channel management decisions.*

### *8. Promotions*

*Integrated marketing communications. Designing an IMC campaign*

#### 9. Introduction to the Digital Marketplace

*Digital marketing defined. Overview of characteristics, key tools and techniques available. Understanding the digital consumer. Emerging digital media & integration with traditional media. Digital marketing in practice.*

#### 10. Legal Issues in Marketing & Advertising

*Restrictions imposed on Broadcasting Acts. Censorship upon advertising.*

*Advertising Standards Authority of Ireland. Copyright and character advertising.*

*Restrictions on Broadcasting Authority of Ireland. Introduction to passing off.*

## Learning Activities

Lectures and tutorials.

## References

<b>Course Material</b>	Book
<b>Author</b>	Brassington, F and Pettitt, S
<b>Publishing Year</b>	2013
<b>Title</b>	Essentials of Marketing
<b>Subtitle</b>	
<b>Edition</b>	3rd
<b>Publisher</b>	Pearson Education
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Rogan, D
<b>Publishing Year</b>	2011
<b>Title</b>	Marketing.
<b>Subtitle</b>	An Introduction for Irish Students
<b>Edition</b>	4th
<b>Publisher</b>	Gill & MacMillan
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kotler, P
<b>Publishing Year</b>	2013
<b>Title</b>	Marketing
<b>Subtitle</b>	An Introduction
<b>Edition</b>	11th
<b>Publisher</b>	Pearson Education
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	McDaniel et al
<b>Publishing Year</b>	2012
<b>Title</b>	Introduction to Marketing

<b>Subtitle</b>	
<b>Edition</b>	12th
<b>Publisher</b>	Cengage Learning
<b>ISBN</b>	

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## Notes

This module introduces the learner to marketing concepts and theories that provide a comprehensive foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. Guest lecturers will be invited to offer seminars to develop the learners' understanding of current practices in marketing led organisations.