

Liverpool John Moores University

Title: Business Management, Marketing and PR
Status: Definitive
Code: **4502IYBSG** (124510)
Version Start Date: 01-08-2021

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

Team	Leader
Amanda Mason	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 80
Total Learning Hours: 200
Private Study: 120

Delivery Options

Course typically offered: Semester 2 and Summer

Component	Contact Hours
Lecture	39
Seminar	13
Tutorial	26

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Case studies related to management, marketing and PR, 2000 words	50	
Exam	Exam	Contemporary management theories	50	2

Aims

This module will introduce students to a range of management themes, theories and processes in contemporary business management. Students will explore Marketing & PR as key themes in contemporary business management and will also learn to recognise the relationship between Marketing & PR and organisational objectives.

Learning Outcomes

After completing the module the student should be able to:

- 1 Outline key management functions and roles
- 2 Present examples of contemporary themes in business management across a range of business sectors
- 3 Explain Marketing & PR concepts and activities in a variety of organisations
- 4 Identify and analyse the role and value of effective Marketing & PR

Learning Outcomes of Assessments

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

Essay	3	4
Exam	1	2

Outline Syllabus

Outline Syllabus:

- *Management and leadership in private, public and not for profit organisations*
- *Contemporary management themes and processes including team-working, motivation, culture and communication*
- *Vision, mission and objective setting*
- *Strategy and the business management environment*
- *Marketing strategy*
- *Using market research and intelligence*
- *Marketing mix and brands*

Learning Activities

Lectures, tutorials, seminars, case studies for group discussion and debate, presentations and use of real-world business scenarios.

Notes

Students will examine Marketing & PR within the world of business using case studies and examples of real-world business scenarios.