

Liverpool John Moores University

Title: CUSTOMER COMMUNICATIONS
Status: Definitive
Code: **4502STGCO** (119549)
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Francis Muir	

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 84.00
Total Learning Hours: 240
Private Study: 156

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	84.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Gp Present	Group presentation	60.0	
Technology	Web site	Web site design	40.0	

Aims

This module introduces students to methods of expanding a business through marketing techniques and supporting technologies.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Demonstrate an understanding of the marketing 4P's.
- LO 2 Produce a marketing plan.
- LO 3 Utilise information technology to support communication.
- LO 4 Demonstrate an understanding of website design issues and value.
- LO 5 Demonstrate an understanding of basic web technologies, e.g. html and css.

Learning Outcomes of Assessments

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

Group presentation	LO 1	LO 2	LO 3
Web site design	LO 4	LO 5	

Outline Syllabus

Role of marketing and differentiation;
Acquisition of relevant information and analysis of same;
Construction of a realistic marketing plan;
E-marketing principles;
Usability and accessibility in Web design;
Use of the Web in business;
Web development technologies.

Learning Activities

Teaching will be a mix of classroom and lab based activities

References

Course Material	Book
Author	Anderson, C
Publishing Year	2009
Title	The Longer Long Tail
Subtitle	How Endless Choice is Creating Unlimited Demand
Edition	
Publisher	Random House Business Books
ISBN	

Course Material	Book
Author	Barker, M et al.
Publishing Year	2013
Title	Social Media Marketing
Subtitle	A strategic approach
Edition	

Publisher	Cengage
ISBN	13-978-1-133-58927-3

Course Material	Book
Author	Dibb, S & Simkin, L et al
Publishing Year	2012
Title	Marketing Concepts & Strategies
Subtitle	
Edition	6th edition
Publisher	Cengage
ISBN	978140803215

Course Material	Book
Author	Jobber
Publishing Year	2012
Title	Principles and Practice of Marketing
Subtitle	
Edition	6th edition
Publisher	
ISBN	9780077123307

Notes

Supporting notes will be available on Blackboard.