

## Marketing for Business

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4503DGABW
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
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Dong A University

#### 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-PAR	PAR	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 ConceptMarketing with the OrganisationMarketing EnvironmentMarketing PlanningSegmentation, Targeting and PositioningDeveloping the Marketing MixProducts, Services and Branding Strategy PricingMarketing CommunicationsSales ManagementMarketing ChannelsCustomer Relationship MarketingNon-profit Marketing AdvertisingConsumer Buying BehaviourEthics, Social Responsibility and SustainabilityDigital Marketing and E-EconomyGlobal Perspective
Module Overview	
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
Essay	Essay	100	0	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

