

Liverpool John Moores University

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Title: Marketing for Business
Status: Definitive
Code: **4503HOABW** (126677)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Hoa Sen University

Team	Leader
Elena Teso	Y

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 46
Total Learning Hours: 200 **Private Study:** 154

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	PRES	Group poster presentation	50	
Exam	EXAM	Examination	50	2

Aims

To immerse students into the role and practice of marketing, providing knowledge and understanding of the relevant theories through engagement.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

PRESENTATION	2	3	
EXAM	1	4	5

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
NonProfit Marketing
Advertising
Consumer Buying Behaviour
Ethics, Social Responsibility and Sustainability
Digital Marketing and E-Economy
Global Perspective

Learning Activities

Lectures plus weekly seminars, case studies, group exercises, presentations, self assessment exercises

Notes

To introduce students to the role and practice of Marketing within a variety of

organisations.