

## Liverpool John Moores University

Title: MARKETING  
Status: Definitive  
Code: **4503MTE** (109366)  
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Mike McCormack	Y

**Academic Level:** FHEQ4      **Credit Value:** 12.00      **Total Delivered Hours:** 32.00  
**Total Learning Hours:** 120      **Private Study:** 88

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20.000
Workshop	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Coursework - Presentation	100.0	

### Aims

*The module provides learners with a basic understanding of marketing concepts and marketing management whilst developing learners' abilities to identify, apply and analyse concepts and tools used within a range of generally familiar music, theatre and entertainment business contexts.*

### Learning Outcomes

After completing the module the student should be able to:

- LO1 Demonstrate an understanding of the key theoretical concepts and terms of marketing, its role, alignment within the management of and its interaction with other functions within music, theatre and entertainment organisations.
- LO2 Demonstrate an ability to distinguish between effective and ineffective marketing practices and to assess the importance of marketing for an organisation's performance.
- LO3 Illustrate the role of marketing within a range of music, theatre and entertainment contexts with particular reference to information systems and Web 2.0 knowledge and understanding.
- LO4 Identify and categorise a marketing philosophy, and the need to be responsive to external market characteristics, demand and competitive pressures.

### **Learning Outcomes of Assessments**

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

Written Assignment 3000 words    LO1    LO2    LO3    LO4

### **Outline Syllabus**

- *what is marketing?*
- *the marketing mix*
- *segmentation*
- *target marketing*
- *market research*
- *buyer behaviour*
- *marketing media*
- *integrated marketing communications*
- *marketing strategy and planning*

### **Learning Activities**

The module will be delivered utilising a range of teaching and learning strategies to include:

- Lectures to introduce key issues and concepts
- Seminars led by staff or learners incorporating application of concepts to different situations utilising group activities and individual presentations where appropriate
- Individual study in line with guidance and direction from tutors

### **Notes**

Course Notes

