

## Liverpool John Moores University

Title: Marketing for Business  
Status: Definitive  
Code: **4503VLUBW** (128585)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Van Lang University

Team	Leader
Ioanna Yfantidou	

**Academic Level:** FHEQ4  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### 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
Essay	essay	Essay	100	1

### 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:

essay	1	2	3	4	5
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### **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.