

Principles of Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	4503YPCBSC
Formal Module Title	Principles of Marketing
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
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	22
Tutorial	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	To provide students with: A comprehensive introduction to the principles of marketing in various market settings. Students will develop an understanding of, and the ability to examine, the internal and external forces. Introduction to a range of strategic and tactic marketing tools that are vital for an informed approach to marketing decision making. Students will learn about building profitable relationships with customers and co-creating value in fast-changing and interdependent global marketplace, justifying marketing strategies, provide solutions, exercise creativity and demonstrate theory and practice by delivering a marketing plan for a real company.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explain the marketing concept in relation to different organisation sectors.
MLO2	2	Identify and describe markets and customers utilising secondary sources of information.
MLO3	3	Recognise a range of marketing strategies and synthesise ideas into a marketing plan.

Module Content

Outline Syllabus	Introduction to Marketing- Marketing Environment in Global Context- Marketing Research- Marketing Strategy- Segmentation, Targeting, and Positioning- Marketing Mix- Management of Products and Services- Brand Management- Pricing- Marketing Channels. Retailing and Wholesaling- Promotional Mix- Business Ethics for Marketing- Outline of Marketing Pathway for Future Study
Module Overview	
Additional Information	No Course notes were supplied

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Individual Report	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Bin Gao	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings

