

## Liverpool John Moores University

Title: Principles of Marketing  
Status: Definitive  
Code: **4503YPCBSC** (126815)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Jimmy Haughey	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	22
Tutorial	11

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Group Presentation	50	
Exam	Exam	Exam	50	2

### 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.*

## **Learning Outcomes**

After completing the module the student should be able to:

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

## **Learning Outcomes of Assessments**

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

Group Presentation	2	3	
Exam	1	2	3

## **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*

## **Learning Activities**

Formal lectures, seminars and tutorial.

## **Notes**

No Course notes were supplied