

Liverpool John Moores University

Title: Marketing and Human Resource Management
Status: Definitive
Code: **4504IACTPR** (126008)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Catherine Bonser	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
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	The exam will test the students ability to identify the roles of the marketing and HR functions of a business and summarise how the models and tools would enable an organisation to manage these departments effectively.	100	2

Aims

A module which aims to enable students to identify the key responsibilities of the Marketing and Human Resource teams within a business and explain how they interact with other functions within an effective business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the business functions within an organisations and their effective interaction, particularly the Marketing and Human Resource Management
- 2 Demonstrate and explain the principles of HRM and how its successful implementation impacts on people management and business success
- 3 Recognise the marketing concept and how to apply the marketing mix in support of an organisations activities
- 4 Identify the role of marketing and its effective implementation within a range of organisations, including public, private and not-for-profit

Learning Outcomes of Assessments

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

Exam	1	4	2	3
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Outline Syllabus

Introduction to Human Resource Management
Performance Management
Training and Development
Marketing Excellence
Marketing Planning
Developing the Marketing Mix
Consumer and buyer behaviour

Learning Activities

There will be a range of learning activities, in workshops. The content will reflect practitioner led approaches to management, Human Resources and Marketing.

Notes

This module will be supported by materials on Canvas.