

Summary Information

Module Code	4504MMET
Formal Module Title	Marketing
Owning School	Liverpool Screen School
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
Liverpool Institute for Performing Arts

Learning Methods

Learning Method Type	Hours
Lecture	24
Practical	16
Workshop	14

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

Aims	The module provides students with a basic understanding of marketing concepts and strategic marketing management whilst developing learners' abilities to identify, discuss and explain concepts and tools used within a range of generally familiar music, entertainment, theatre and events business contexts.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Recognise the basic concepts, principles, theories and models which apply in marketing.
MLO2	2	Describe consumer and organisational purchasing behaviour.
MLO3	3	Recognise the importance of effective integrated marketing communications, their design, implementation and control.
MLO4	4	Identify the key concepts of the marketing mix, its component parts, market segmentation, targeting and positioning.
MLO5	5	Summarise the key concepts of strategy, planning, implementation and control.

Module Content

Outline Syllabus	What is marketing? The marketing mix. Segmentation. Target marketing. Market research. Buyer behaviour. Marketing media. Integrated marketing communicationsMarketing strategy and planning. Marketing metricsCompetitive marketing strategy
Module Overview	
Additional Information	MODULE LEADER IS PHIL SAXE (p.saxe@lipa.ac.uk)

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	50	0	MLO1, MLO3, MLO4
Report	written assessment	50	0	MLO2, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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