

## Liverpool John Moores University

Title: Marketing  
Status: Definitive  
Code: **4504MMET** (123685)  
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Teri Howson-Griffiths	

**Academic Level:** FHEQ4  
**Credit Value:** 20  
**Total Delivered Hours:** 54  
**Total Learning Hours:** 200  
**Private Study:** 146

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Practical	16
Workshop	14

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Individual Presentation	50	
Essay	essay	Written Assessment (2500 words)	50	

### 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.*

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

Presentation	1	3	4
written assessment	2	5	

## Outline Syllabus

*What is marketing? The marketing mix. Segmentation. Target marketing. Market research. Buyer behaviour. Marketing media. Integrated marketing communications. Marketing strategy and planning. Marketing metrics. Competitive marketing strategy*

## Learning Activities

The module will be delivered utilising a range of teaching and learning strategies to include:

- Lectures to introduce key issues and concepts
- Seminars led by staff or students incorporating application of concepts to different situations utilising group activities and individual presentations where appropriate. For some seminars, students will be split into smaller groups in order to maximise learning opportunities for individual students.
- Contributions from industry speakers to demonstrate theoretical perspectives in real world practical activities such as promotional campaigns
- Student presentations
- Individual study in line with guidance and direction from tutors

## Notes

MODULE LEADER IS PHIL SAXE (p.saxe@lipa.ac.uk)

