

Liverpool John Moores University

Title: PRINCIPLES OF MARKETING
Status: Definitive
Code: **4505HEPBS** (118851)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: HELP College

Team	Leader
Christopher Mason	Y

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 78.00

Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	26.000
Tutorial	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam.	Examination assesses LOs 1 - 5 through testing the student's knowledge of the marketing mix, planning, management and rationale for marketing in each question.	50.0	
Presentation	Pres.	Group presentation assesses LOs 1 - 5 via testing the ability of students to coherently present their knowledge on marketing in each area [rationale for marketing, planning, marketing mix], using the development of a marketing plan for a product or service of their choice.	50.0	

Aims

To introduce students to the role and practice of Marketing within a variety of organisations.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Appreciate and understanding the marketing concept.
- LO 2 Recognise the role of marketing within a range of organisations, including public, private and not-for-profit.
- LO 3 Determine the principles of marketing planning.
- LO 4 Appreciate the concept of a marketing mix applicable to both goods and services.
- LO 5 Appraise the nature of the marketing management process and management of the marketing mix.

Learning Outcomes of Assessments

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

Examination	LO 1	LO 4	LO 5
Presentation	LO 2	LO 3	

Outline Syllabus

The Marketing Concept
The Place of Marketing within the Organisation
Marketing Excellence
Marketing Planning
Developing the Marketing Mix
Products and Brands
Pricing and the Marketing Mix
Introduction to Marketing Communications
Introduction to Sales Management
Introduction to Marketing Logistics
Relationship Marketing
Services Marketing
Advertising
Marketing Communications
Consumer Behaviour
Introduction to Marketing Ethics
New Product Development
International Marketing

Learning Activities

Lectures/Tutorials, Case Studies, Lectures plus weekly 2 hour tutorials to introduce marketing to the students and facilitate preparation for the presentation and examination.

References

Course Material	Book
Author	Blythe, J
Publishing Year	2009
Title	Principles and Practice of Marketing
Subtitle	
Edition	2nd edition
Publisher	Cengage Learning, London
ISBN	

Notes

To introduce students to the role and practice of Marketing within a variety of organisations.