

Summary Information

Module Code	4516NCCG
Formal Module Title	Marketing Principles
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Graham Sherwood	Yes	N/A

Module Team Member

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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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Nelson and Colne College Group

Learning Methods

Learning Method Type	Hours
Lecture	48

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

Aims and Outcomes

Aims	This module aims to teach marketing theories and frameworks that can be related to real world scenarios. Students will be introduced to the principles of marketing, supporting them to develop an introductory marketing plan. Successful completion of this module will enhance students knowledge and understanding of marketing for either their own business or within an organisation.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Explain the role of marketing and how it interrelates with other functional units of an organisation.
MLO2	Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives.
MLO3	Develop and evaluate a basic marketing plan.
MLO4	Discuss the impact of mass marketing on society.

Module Content

Outline Syllabus

Definitions of marketing
The marketing concept
Structure and operations of marketing departments
Analysis of marketing processes
Marketing as a business function
Interrelationships between functional units and marketing
7Ps marketing mix
Marketing planning process and strategy
The value of marketing plans
Links between marketing plans, strategies and objectives
Evaluation and monitoring of marketing plans and strategies
Goal setting of marketing strategies and the resources required

Module Overview

Additional Information

Assessments

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