

Liverpool John Moores University

Title: MARKETING PRINCIPLES
Status: Definitive
Code: **4516NCCG** (129522)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 48
Total Learning Hours: 200
Private Study: 152

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Presentation (15 mins + Q&A)	50	
Report	Assignment	Assignment	50	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the role of marketing and how it interrelates with other functional units of an organisation.
- 2 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives.
- 3 Develop and evaluate a basic marketing plan.
- 4 Discuss the impact of mass marketing on society.

Learning Outcomes of Assessments

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

Presentation	1	4
Assignment	2	3

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

Learning Activities

These will not normally be traditional didactic lectures in which the student plays little active part, but will be delivered in small groups of up to 20 students in which their interaction with their tutor is a key ingredient of their learning experience.

Students will receive approximately 30 hours of taught material, supported by in-class exercises and discussions designed to help student assimilate learning and to provide early informal feedback on their progress.

Independent Study

Students are expected to undertake personal reading and research into topic areas that have been stimulated from the lectures and seminars. This reading will enhance their academic work and enable valid contribution to lectures and seminars.

VLE support

This will provide links to academic web-sites and on-line journals, facilitate group

discussion outside of the classroom, access to outline lecture notes, and provide students with assessment details.

Notes

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