

Liverpool John Moores University

Title: MARKETING FOR EVENTS
Status: Definitive
Code: **4553BECTEF** (118900)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Beckett College London

| Team | Leader |
|-------------|--------|
| Peter Scott | Y |

Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 49.5
Total Learning Hours: 240 **Private Study:** 190.5

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 24 |
| Seminar | 24 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-----------------------|---------------|---------------|
| Essay | AS1 | 2000 words equivalent | 50 | |
| Exam | AS2 | Exam | 50 | 1.5 |

Aims

The aim of the module is to give events management students a grounding in marketing theory.

Learning Outcomes

After completing the module the student should be able to:

- 1 To identify the factors that influence the marketing environment.
- 2 To demonstrate knowledge of the marketing process.
- 3 To consider targeting, segmentation and positioning.
- 4 To recognise the different paradigms which exist in marketing theory.

Learning Outcomes of Assessments

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

| | | | |
|-------|---|---|---|
| Essay | 1 | 2 | 3 |
| EXAM | 4 | | |

Outline Syllabus

To consider what marketing involves and its definitions; marketing and the operating environment; consumer buying behaviour; segmentation, targeting and positioning; products and services and their development and management; price; place; promotion; B2B marketing; strategic marketing; planning and control.

Learning Activities

Lecture, seminars and workshops.

Notes

This module will address the basic principles of marketing. It will consider the marketing issues relevant to the development of products and services. Students will be able to direct their knowledge towards a product or service category that is relevant to their programme of study. Evidence from this module may contribute to WoW certification.