

### Summary Information

Module Code	4602VLUBW
Formal Module Title	Foundation of Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
Van Lang University

### Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

Aims	Understand the underlying principles of marketing, including the range of specific marketing activities and their influence on organisations.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Describe the core principles of Marketing and the theories behind them.
MLO2	2	Discuss the factors and trends in the marketing environment and how they affect marketing.
MLO3	3	Explain the role of marketing to the organisation.
MLO4	4	Demonstrate the application of the marketing mix within different marketing contexts.
MLO5	5	Apply and adapt marketing mix to satisfy customers' needs.

## Module Content

Outline Syllabus	Introduction to Marketing Marketing Strategy Consumer Markets Business Markets Consumer Value Products, Services & Brands Pricing Marketing Channels Marketing Communications
Module Overview	
Additional Information	A comprehensive introduction to the fundamental principles of marketing

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Group Report	60	0	MLO4, MLO5
Exam	In-Class Test	40	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Ioanna Yfantidou	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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