

### Summary Information

Module Code	4703SERCBM
Formal Module Title	Principles 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
South Eastern Regional College

### Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	22
Tutorial	11

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

Aims	To provide students with: A comprehensive introduction to the principles of marketing in various market settings. Students will develop an understanding of, and the ability to examine, the internal and external forces. Introduction to a range of strategic and tactic marketing tools that are vital for an informed approach to marketing decision making. Students will learn about building profitable relationships with customers and co-creating value in fast-changing and interdependent global marketplace, justifying marketing strategies, provide solutions, exercise creativity and demonstrate theory and practice by delivering a marketing plan for a real company.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Explain the marketing concept in relation to different organisation sectors.
MLO2	2	Identify and describe markets and customers utilising secondary sources of information.
MLO3	3	Recognise a range of marketing strategies and synthesise ideas into a marketing plan.

## Module Content

Outline Syllabus	Introduction to Marketing- Marketing Environment in Global Context- Marketing Research- Marketing Strategy- Segmentation, Targeting, and Positioning- Marketing Mix- Management of Products and Services- Brand Management- Pricing- Marketing Channels. Retailing and Wholesaling- Promotional Mix- Business Ethics for Marketing- Outline of Marketing Pathway for Future Study
Module Overview	
Additional Information	No Course notes were supplied

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Individual Report	100	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Bin Gao	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings

