

## Liverpool John Moores University

Title: PRINCIPLES OF MARKETING  
Status: Definitive  
Code: **5000BUSMK** (108283)  
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

| Team          | Leader |
|---------------|--------|
| Peter Simcock | Y      |

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 38.00  
**Total Learning Hours:** 120  
**Private Study:** 82

### Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 26.000        |
| Online    | 6.000         |
| Workshop  | 6.000         |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description        | Weighting (%) | Exam Duration |
|----------|-------------------|--------------------|---------------|---------------|
| Exam     | AS1               | 2 hour examination | 100.0         |               |

### Aims

*To introduce students to the role and practice of Marketing within a variety of organisations.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the marketing concept.
- 2 Understand the role of marketing within a range of organisations, including public, private and not-for-profit.
- 3 Understand the principles of marketing planning.
- 4 Understand the concept of a marketing mix applicable to both goods and services.
- 5 Understand the nature of the marketing management process and management of the marketing mix.

## Learning Outcomes of Assessments

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

|             |   |   |   |   |   |
|-------------|---|---|---|---|---|
| Examination | 1 | 2 | 3 | 4 | 5 |
|-------------|---|---|---|---|---|

## Outline Syllabus

*The Marketing Concept*  
*The Place of Marketing within the Organisation*  
*Marketing Excellence*  
*Marketing Planning*  
*Developing the Marketing Mix*  
*Products and Brands*  
*Pricing Within the Marketing Mix*  
*Introduction to Marketing Communications*  
*Introduction to Sales Management*  
*Introduction to Marketing Logistics*

## Learning Activities

Lectures/Seminars, Case Studies, Lectures plus 3x2 hour's assignment workshop to facilitate the group work assessment task.

## References

|                        |                               |
|------------------------|-------------------------------|
| <b>Course Material</b> | Book                          |
| <b>Author</b>          | Brassington, F. & Pettitt, S. |
| <b>Publishing Year</b> | 2003                          |
| <b>Title</b>           | Principles of Marketing       |
| <b>Subtitle</b>        |                               |
| <b>Edition</b>         | 3rd                           |
| <b>Publisher</b>       | Pitman Publishing             |
| <b>ISBN</b>            | 0-273-65791-7                 |

## Notes

A study of the role of Marketing within the organization, and the practice of Marketing in the modern business environment. Opportunities for students to receive formative feedback will be provided in the three assessment workshop sessions.

Hand-in for the 100% group coursework is in Week 13.