

Module Information

2022.01, Approved

Summary Information

Module Code	5004LBCENT
Formal Module Title	Communicating value (marketing and public relations)
Owning School	Leadership and Organisational Development
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Practical	24
Seminar	24

Module Offering(s)

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

Aims and Outcomes

Aims	This module aims to enable students to communicate effectively with stakeholders and customers. Knowledge of marketing and PR strategies will be developed and applied to create integrated communications strategies that effectively communicate value propositions and manage a ventures public image.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Use appropriate models and techniques to define, articulate and communicate value to customers and stakeholders
MLO2	2	Apply relevant theory to develop and deploy marketing strategies to engage and convert customers
MLO3	3	Manage a ventures external presence using public relations theory, strategy and techniques

Module Content

Outline Syllabus	Integrated marketing communications Digital marketing techniques and strategies Value propositions Public relations principles and techniques Marketing principles
Module Overview	
Additional Information	This module focuses on developing the knowledge and skills required to effectively manage external communications.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	30	0	MLO1
Portfolio	Portfolio	70	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Chris Taylor	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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