

Summary Information

Module Code	5006LODDA
Formal Module Title	Customers and markets
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
Online	8
Workshop	32

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 develop apprentices understanding of how the marketing processes and strategies support organisational objectives, customer engagement and value creation.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse and apply key marketing concepts (including segmentation, positioning and customer experience)
MLO2	2	Appreciate and articulate the role of marketing to achieve organisational objectives and create value
MLO3	3	Analyse and contribute to marketing strategies and plans
MLO4	4	Use customer insights to develop creative approaches to meet customers needs

Module Content

Outline Syllabus	Marketing principles and concepts The marketing environment Pricing Segmentation, targeting and positioning Customer insights and experience Creative/innovative approaches to marketing Value creation and communication Responsible marketing
Module Overview	
Additional Information	DA standards (knowledge) D1 Knows how to create marketing and sales strategies D2 Knows how to segment and target relevant markets and customers (global and local), analysis of opportunities and ways to market D3 Understands the need for innovation in product and service design DA standards (skills) D4 Uses customer insight and analysis of data to determine and drive customer service outcomes and improve customer relationships D5 Uses creative approaches to developing solutions to meet customer needs DA Behaviours

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	3500 word report	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Scott	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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