

Liverpool John Moores University

Title: Contemporary Marketing Context
Status: Definitive
Code: **5031BUSMK** (121509)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Sue Cronshaw	Y

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	22
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Poster	Group presentation.	30	
Essay	FinalEssay	Individual Essay (2250 words)	70	

Aims

This course will address issues related to marketing in contemporary culture of consumption. In general, this module will use ideas from different disciplines to discuss how and why marketing has developed, and continues to develop, as an academic discipline and a business practice. In particular, the course will cover theories that help explain the various relationships between markets and consumption relevant to marketing in a global cultural context.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise and appreciate the significance of culture, markets and consumption to the development of marketing theory
- 2 Discuss and critique how contemporary culture of consumption is applied and effectively integrated into marketing practices
- 3 Analyse and apply contemporary concepts of marketing and consumer culture to an understanding of global brands and organisations
- 4 Develop interpersonal communication abilities, time management skills and collaborative behaviour from experiential group working.

Learning Outcomes of Assessments

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

Poster presentation	1	4	
Individual essay	1	2	3

Outline Syllabus

- *Introduction to marketing and its contextual changes*
- *Marketing, markets and new media technology*
(*Marketing spaces and design, marketing and innovation, marketing and digital environments*)
- *Culture, consumption and the changing consumer voice*
- *Debates on responsible marketing*

Learning Activities

The learning activities for this module will comprise of a lecture, seminar and tutorial. The lecture will be used to introduce students to theories, concepts and models. Seminars will enable students to apply marketing theory/concepts/models to develop a deeper understanding, with tutorials used to further consolidate learning through group work and discussions.

Notes

The rationale for the module Contemporary Marketing Contexts (5031BUSMK) is to explore theoretical concepts of marketing as they relate to their everyday world to foment practical understanding of the topic.