

Summary Information

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| Module Code | 5031BUSMK |
| Formal Module Title | Contemporary Marketing Context |
| Owning School | Business and Management |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 5 |
| Grading Schema | 40 |

Teaching Responsibility

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|-----------------------------------|
| LJMU Schools involved in Delivery |
| Business and Management |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 11 |
| Seminar | 22 |
| Tutorial | 11 |

Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| SEP-MTP | MTP | September | 12 Weeks |

Aims and Outcomes

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| 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. |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|--|
| MLO1 | 1 | Recognise and appreciate the significance of culture, markets and consumption to the development of marketing theory |
| MLO2 | 2 | Discuss and critique how contemporary culture of consumption is applied and effectively integrated into marketing practices |
| MLO3 | 3 | Analyse and apply contemporary concepts of marketing and consumer culture to an understanding of global brands and organisations |
| MLO4 | 4 | Develop interpersonal communication abilities, time management skills and collaborative behaviour from experiential group working. |

Module Content

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|------------------------|--|
| Outline Syllabus | <ul style="list-style-type: none"> • 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 |
| Module Overview | This module will address issues related to marketing in contemporary culture of consumption. This module will use ideas from different theories to discuss how and why marketing has developed, and continues to develop. The module will cover theories that help explain the various relationships between markets and consumption relevant to marketing in a global cultural context. |
| Additional Information | 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. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|---------------------|--------|--------------------------|---------------------------------|
| Presentation | Poster presentation | 30 | 0 | MLO1, MLO4 |
| Presentation | Individual essay | 70 | 0 | MLO1, MLO2, MLO3 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
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| Sue Cronshaw | Yes | N/A |
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Partner Module Team

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| Contact Name | Applies to all offerings | Offerings |
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