

## Liverpool John Moores University

Title: MARKETING PRINCIPLES  
Status: Definitive  
Code: **5053TECH** (105654)  
Version Start Date: 01-08-2011

Owning School/Faculty: Engineering  
Teaching School/Faculty: Engineering

Team	Leader
Kevin Bains-Johnston	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 2

Component	Contact Hours
Lecture	24.000
Tutorial	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	coursework	50.0	
Exam	AS2	exam	50.0	2.00

### Aims

*The module aims to provide understanding of the nature of marketing as an orientation and a function and its profound impact on everyday life. Its fundamental importance to a wide range of organisations is explored, with particular emphasis on how marketing should inform technological innovation.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 demonstrate a sound understanding of the importance of the marketing function to enterprises and organisations of all types
- 2 use conceptual models to develop strong positioning strategies
- 3 apply a range of tools and methods to develop a marketing plan;
- 4 discuss contemporary issues in marketing indicating engagement with current literature

### **Learning Outcomes of Assessments**

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

CW	2	3
EXAM	1	4

### **Outline Syllabus**

*The Marketing Concept*

*Segmentation, targeting and positioning*

*Marketing research: environmental analysis; industry and competitor analysis;*

*Customer behaviour*

*The product concept, goods, customer utility, value and benefits*

*Services marketing*

*Promotion (marketing communications and sales)*

*Pricing*

*Marketing planning*

### **Learning Activities**

The module will be delivered via lectures supported by tutorial activity designed around topical video or text-based case studies covering a wide range of organisations from a variety of industrial sectors for which technology is a source of competitive advantage. Additional reading will be prescribed to develop depth of knowledge and understanding of selected topics.

### **References**

<b>Course Material</b>	Book
<b>Author</b>	Jobber D, Fahy J
<b>Publishing Year</b>	2003
<b>Title</b>	Foundations of Marketing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	McGraw Hill

<b>ISBN</b>	0 07 7098668
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<b>Course Material</b>	Book
<b>Author</b>	Brassington, F. and Pettitt, S
<b>Publishing Year</b>	2006
<b>Title</b>	principles of marketing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT-Prentice-Hall
<b>ISBN</b>	1405846348

<b>Course Material</b>	Book
<b>Author</b>	Dennis Adcock, Al Halborg, and Caroline
<b>Publishing Year</b>	2001
<b>Title</b>	Marketing : Principles and Practice,
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT-Prentice-Hall
<b>ISBN</b>	027364677X

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## Notes

This module is designed for students with little or no prior formal marketing knowledge. It provides an overview of the breadth of the marketing function and in-depth consideration of the marketing issues relevant to technology-based industry. It is relevant to both manufacturing and services sectors. Before attending the student should undertake directed study in preparation.