

Liverpool John Moores University

Title: CREATING CONTENT FOR TARGET MARKETS
Status: Definitive
Code: **5064TECH** (105433)
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: 36.00
Total Learning Hours: 120
Private Study: 84

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework : analysis of the client and target market	30.0	
Essay	AS2	Coursework : marketing plan	30.0	
Essay	AS3	Coursework : video commercial	40.0	

Aims

Advertising today must project a compelling message in an environment of a fragmented media and audience, extreme competition for attention and multi-platform channels.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the nature of the client
- 2 Understand the nature of the target market
- 3 Plan a marketing campaign
- 4 Produce a video commercial to a client brief

Learning Outcomes of Assessments

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

CW	1	2
CW	3	
CW	4	

Outline Syllabus

Understanding the Client:

The Marketing Concept

Segmentation, targeting and positioning

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

Brand values, semiotics

Understanding the target market:

Marketing research

Environmental analysis

Industry and competitor analysis

Customer behaviour

Communications Plan:

Marketing Mix

Media planning

Media execution

Learning Activities

The vehicle for learning is the researching , development and execution of a commercial. This commercial and the associated research and planning document will be assessed by a panel of tutors and an industry representative. Theory will be delivered via lectures and tutorials. Practical work such as market research and filming will take place in the field.

References

Course Material	Book
Author	Jobber, D. and Fahy, J.
Publishing Year	2003
Title	Foundations of Marketing
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	0 07 7098668

Course Material	Book
Author	Belch, G E and Belch, M A
Publishing Year	2008
Title	Advertising and Promotion: An Integrated Marketing Communications Perspective
Subtitle	
Edition	
Publisher	McGraw-Hill Higher Education
ISBN	0071284400

Course Material	Book
Author	Elin, L. and Lapidés, A.
Publishing Year	2004
Title	Designing and Producing the Television Commercial
Subtitle	
Edition	
Publisher	Allyn and Bacon
ISBN	0205365388

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