

Liverpool John Moores University

Title: PRINCIPLES OF MARKETING
Status: Definitive
Code: **5501MK** (107463)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	The module will be wholly assessed by an individual piece of coursework (developing a marketing plan for a new product/service of the student's choice).	100.0	

Aims

To provide students with:

- 1. a thorough understanding and knowledge of the marketing concept and marketing orientation in private, public and not-for-profit organisations;*
- 2. a thorough understanding and knowledge of the techniques, methods and theories underpinning the practice of marketing (analysis, planning, implementation and*

control).

Learning Outcomes

After completing the module the student should be able to:

- 1 Define the marketing philosophy and concept within different organisations.
- 2 Strategically evaluate the marketing environment and apply appropriate research techniques.
- 3 Critically apply the concepts of segmentation, targeting and positioning.
- 4 Understand the role of elasticity within pricing issues.
- 5 Critically evaluate and apply a variety of costing techniques and calculate the break-even point of NPD.
- 6 Strategically apply the marketing mix for manufactured goods and services.
- 7 Understand and appreciate the ethical considerations relating to the practice of marketing.

Learning Outcomes of Assessments

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

ESSAY	1	2	3	4	5	6	7
-------	---	---	---	---	---	---	---

Outline Syllabus

Introduction to the marketing concept
Marketing orientation and its impact on the organisation
Marketing and ethics
The marketing environment
Marketing planning
Quantitative and qualitative marketing research
Market segmentation, targeting and positioning
The marketing mixes for goods and services
Impact of technology on marketing practices
New product development and costings
Branding
Pricing Strategy and techniques (elasticity)
Logistics and retail distribution

Learning Activities

Interactive lectures/tutorials and case study analysis.

References

Course Material	Book
-----------------	------

Author	Brassington, F and Pettitt, S
Publishing Year	2007
Title	Principles of Marketing
Subtitle	
Edition	
Publisher	2nd edition, FT Prentice Hall
ISBN	

Notes

The module provides a comprehensive foundation to the wider study of marketing. It introduces students to a broad and deep examination of the basic tasks involved in the practice of marketing and the impact of new technology on this practice. The coursework will test the student's knowledge and understanding of the curriculum and his/her ability to apply this to a practical task – the development of a marketing plan for launching a new product or service into an existing market.