

Principles and Practices of Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	5502SSLNLC
Formal Module Title	Principles and Practices of Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
City of Liverpool College

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

Aims	To discuss the principles and practices of marketing with specific focus on organisations within the leisure and tourism industry.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify creative solutions to organisational challenges in marketing and managing organisations
MLO2	2	Plan and execute a marketing project using appropriate techniques and procedures
MLO3	3	Work effectively, independently and with others
MLO4	4	Exploit ICT and resources efficiently and effectively

Module Content

Outline Syllabus	Focussing on a specific organisation, the learner will identify the challenges of marketing a service and analyse the marketing mix in terms of the 7P's. An evaluation could be made of the internal/micro environment of a chosen organisation by applying tools such as a SWOT analysis and the Boston matrix. The Macro environment could also be analysed by utilising PEST and Porters 5 Forces. Knowledge gained through taught sessions will then be utilised in order to create a marketing campaign for a specific organisation. SWOT and PEST analyses will be carried out to identify an area of weakness within the business and appropriate steps will be made in order to reinvent such an area in order to gain competitive advantage
Module Overview	
Additional Information	For their presentation students will identify a new marketing opportunity within their placement organisation and present this in the form of a new marketing campaign.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Formal Report	60	0	MLO1, MLO2, MLO3, MLO4
Reflection	Presentation	40	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Scott	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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