

## Liverpool John Moores University

Title: Principles and Practices of Marketing  
Status: Definitive  
Code: **5502SSLNLC** (122662)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: City of Liverpool College

Team	Leader
Peter Scott	Y

**Academic Level:** FHEQ5  
**Credit Value:** 20  
**Total Delivered Hours:** 40  
**Total Learning Hours:** 200  
**Private Study:** 160

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Seminar	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report (2,500 words)	60	
Presentation	AS2	Presentation (20 minutes)	40	

### Aims

*To discuss the principles and practices of marketing with specific focus on organisations within the leisure and tourism industry.*

### Learning Outcomes

After completing the module the student should be able to:

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

### **Learning Outcomes of Assessments**

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

Formal Report	1	2	3	4
Presentaion	1	2	3	4

### **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*

### **Learning Activities**

Delivered through lectures, workshops and seminars

### **Notes**

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.