# **Liverpool** John Moores University

Title: MARKETING PRINCIPLES

Status: Definitive

Code: **5503BM** (107327)

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	Υ

Academic Credit Total

Level: FHEQ5 Value: 12.00 Delivered 28.00

92

**Hours:** 

Total Private Learning 120 Study:

**Hours:** 

**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
Exam	AS1	Based on Case Study	100.0	2.00

#### Aims

To introduce students to the role and practice of Marketing within a variety of organizations.

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Understand the Marketing Concept
- 2 Understand the role of Marketing within a range of organizations, including public, private and not-for-profit
- 3 Understand the principles of Marketing Planning
- 4 Understand the concept of a Marketing Mix applicable to both goods and services
- 5 Understand the nature of the Marketing Management process and management of the Marketing Mix

## **Learning Outcomes of Assessments**

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

EXAM 1 2 3 4 5

# **Outline Syllabus**

The Marketing Concept
The Place of Marketing within the Organization
Marketing Excellence
Marketing Planning
Developing the Marketing Mix
Products and Brands
Pricing Within the Marketing Mix
Introduction to Marketing Communications
Introduction to Sales Management
Introduction to Marketing Logistics

## **Learning Activities**

Lectures/Seminars, Case Studies, Case Study Examination.

#### References

Course Material	Book
Author	Brassington, F. & Pettitt, S.
Publishing Year	2000
Title	Principles of Marketing.
Subtitle	
Edition	2nd Ed
Publisher	London, Pitman Publishing.
ISBN	

#### **Notes**

A study of the role of Marketing within the organization, and the practice of Marketing in the modern business environment.