

## 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	Y

**Academic Level:** FHEQ5      **Credit Value:** 12.00      **Total Delivered Hours:** 28.00  
**Total Learning Hours:** 120      **Private Study:** 92

### 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:



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