

## Liverpool John Moores University

Title: Marketing  
Status: Definitive  
Code: **5503FDTTEF** (117928)  
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: City of Liverpool College

Team	Leader
Rob Stanford	Y

**Academic Level:** FHEQ5  
**Credit Value:** 24  
**Total Delivered Hours:** 98  
**Total Learning Hours:** 240  
**Private Study:** 142

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	40
Seminar	20
Tutorial	18
Workshop	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report		60	
Presentation	Present		40	

### Aims

*To develop an understanding of/and appreciate the nature of service marketing within the context of the leisure and tourism industry by exploring key concepts, theories and models, including the application of a marketing campaign in a work environment*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the unique challenges involved in marketing and managing organisations within the service industry
- 2 Identify and analyse the various components of the service industries marketing mix
- 3 Analyse the effects of the micro and macro environment upon a given organisation, by using marketing tools
- 4 Develop a marketing campaign in order to assist the organisation gain competitive advantage

## Learning Outcomes of Assessments

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

Formal 4000 Word Report	1	2	3
Marketing Campaign	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 will 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 will 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

Learners will be required to focus on a specific organisation within the leisure and tourism industry, linking theory to practice, to identify an area of weakness. Further independent research will be required to create a marketing plan in order to gain competitive advantage

## Notes

This module will develop an understanding of the nature of service marketing, and its influence upon the leisure and tourism industry by analysing the 7 P's, specifically Product, Price, Place and Promotion, as well as Process, People and Physical

environment, for a specific leisure and tourism organisation, typically the organization in which students work for/or are based. The module will also consider the impacts of the micro environment upon the organisation, by producing SWOT and Boston Matrix analyses, and evaluating the effects of Macro environment by applying models such as PEST and Porters 5 forces using these to determine strategies for gaining competitive advantage.