Liverpool John Moores University

Title:	MARKETING RESEARCH
Status:	Definitive
Code:	**5510CP** (103552)
Version Start Date:	01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	emplid	Leader
Alistair Beere		Y

Academic Level:	FHEQ5	**Credit Value:**	24.00	**Total Delivered Hours:**	77.00
Total Learning Hours:	240	**Private Study:**	163		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Tutorial	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Group Report	25.0	
Exam	AS3	Examination	50.0	2.00
Presentation	AS2	Group Presentation	25.0	

Aims

To develop in learners critical skills when comparing websites.
To equip learners with an understanding of the technologies used to promote online marketing presence.
To enable learners to develop an understanding of the marketing strategies used in the electronic world.
To provide learners with an overview of social media strategies.

To enable learners to comprehend online and offline collaborative strategies.

Learning Outcomes

After completing the module the student should be able to:

1   Compare and contrast the online strategies of two companies.
2   Appraise the various technologies available to companies to market online.
3   Assess different electronic strategies for companies to improve their online marketing presence.
4   Demonstrate an understanding of internet marketing concepts.

Learning Outcomes of Assessments

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

GROUP REPORT	1	2
EXAM	2	4
GROUP PRESENTATION	3	4

Outline Syllabus

1. E- Marketing in context
Past, present and future. eMarketing landscape. eMarketing past. Web 1.1. Present web 2.0 and future 3.0.
2. Building Inclusive eMarkets
Overview of global eMarketing issues. Country and market opportunity analysis. Technological readiness. Wireless internet access. The digital divide.
3. E-Market Research
Data drive strategy. Marketing knowledge management. Monitoring social media. Real space approaches. Marketing databases. Data analysis. Knowledge management metrics.
4. Consumer Behaviour Online
Consumers in the 21st century. Inside the exchange process.
5. Segmentation, Targeting, Differentiation and Positioning Strategies
The three markets. Market segmentation bases and variables. Targeting online customers. Differentiation online. Online positioning base.
6. Product: The Online Offer
Products and market opportunities. Creating customer value online. Product benefits. eMarketing enhanced. Product development.
7. Price: The Online Value
The internet and changing pricing strategies. Buyer and selling perspective. Payment options. Pricing strategies.
8. The Internet for Distribution
Distribution channel overview. Distribution channel length and functions. Channel management and power. Distribution channel metrics.
9. E-Marketing Communications Tools

E-Marketing Communication, Internet Advertising, Marketing Public Relations, Sales Promotions Offers online, Direct Marketing, Personal Selling, IMC Metrics
10. Engaging with Social Media
Buying digital media space. Elements of social media. How businesses use social media. Social media performance metrics.
11. Buying Digital Media Space:
Marketing communication media. Digital media. Search engines. Natural search. Paid search. Vertical search. Social media advertising. Branding and direct response media goals. Media choice.
12. Customer Relationship Management:
Building customer relationships. Relationship marketing. Stakeholders. Three pillars of relationship marketing. CRM benefits. CRM building blocks. Ten rules for CRM success.

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Strauss & Frost
Publishing Year	2011
Title	E-Marketing
Subtitle	
Edition	6th
Publisher	Pearson
ISBN	

Course Material	Book
Author	Chaffey & Ellis-Chadwick
Publishing Year	2012
Title	Digital Marketing
Subtitle	
Edition	5th
Publisher	Pearson
ISBN	

Course Material	Book
Author	Gay, Charlesworth, Esen
Publishing Year	2007
Title	Online Marketing
Subtitle	
Edition	1st
Publisher	Oxford University Press
ISBN	

Course Material	Book
Author	Tuten, S
Publishing Year	2012
Title	Social Media Marketing
Subtitle	
Edition	1st
Publisher	Pearson
ISBN	

Notes

The evolution of the Internet in our economy has transformed the marketing landscape. Learners in this module will explore from a consumer's perspective the fundamentals of marketing electronically. While the evolution of the Internet has created a renaissance of Marketing, new e-Marketing concepts have flourished for marketers to seize present and future opportunities using digital technologies. As part of this course learners will focus on a project where they will be encouraged to compare and contrast two companies' websites in an industry of their choice.