

Liverpool John Moores University

Title: PRINCIPLES OF MARKETING
Status: Definitive
Code: **5510SERCMK** (118921)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Peter Simcock	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 38.00
Total Learning Hours: 120
Private Study: 82

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	26.000
Online	6.000
Workshop	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework: Small group assignment (group size not exceeding 4, with peer evaluation)	100.0	

Aims

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

Learning Outcomes

Notes

A study of the role of Marketing within the organization, and the practice of Marketing in the modern business environment. Opportunities for students to receive formative feedback will be provided in the three assessment workshop sessions. Hand-in for the 100% group coursework is in Week 13.