## **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	Υ

Academic Credit Total

Level: FHEQ5 Value: 12.00 Delivered 38.00

**Hours:** 

Total Private
Learning 120 Study: 82

**Hours:** 

**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**

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 organisations, 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:

CW 1 2 3 4 5

## **Outline Syllabus**

The Marketing Concept
The Place of Marketing within the Organisation
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, Lectures plus 3x2 hour's assignment workshop to facilitate the group work assessment task.

#### References

Course Material	Book
Author	Brassington, F. & Pettitt, S.
Publishing Year	2003
Title	Principles of Marketing
Subtitle	
Edition	3rd
Publisher	Pitman Publishing
ISBN	0-273-65791-7

### **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.