

Liverpool John Moores University

Title: COMTEMPORARY ISSUES IN MARKETING
Status: Definitive
Code: **6507MK** (107471)
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: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 29.00
Total Learning Hours: 120
Private Study: 91

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	13.000
Seminar	1.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100.0	2.00

Aims

To enrich understanding of marketing as an academic discipline and a body of practice. To examine recent developments in marketing ideas through their application to wider social and economic contexts. The overall aim is to widen understanding of the challenges and complexities facing marketing in contemporary contexts.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the scope of marketing as a discipline and practice.
- 2 Critically appraise the nature and direction of modern marketing thought.
- 3 Discuss developments in the wider social and economic environment and their impact on the marketing discipline.
- 4 Relate contemporary insights in marketing theory to practical applications and contexts.
- 5 Assess the impact of marketing on society and culture.
- 6 Critically appraise future direction(s) of marketing.

Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5	6
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Outline Syllabus

1. *Course Introduction: contemporary marketing practice, an overview and history*
2. *Course Introduction: contexts and trends*
3. *Electronic and internet marketing*
4. *Public sector and not-for-profit marketing*
5. *SME's as economic drivers*
6. *International and globalisation perspectives*
7. *Sustainable marketing and 'green' issues*
8. *Critical perspectives: marketing as a constraint on innovation, as a driver of conspicuous consumption, as a source of social ills*
9. *Corporate social responsibility: the role of marketing*
10. *Future directions in marketing: findings and directions from recent research*

Learning Activities

Lectures will operate on a seminar style requiring interactive participation by cohort members. Group learning will be facilitated through embedding a 'mentoring' approach to delivery.

References

Course Material	Book
Author	Chaffey, D, Mayer, R, Johnston, K and Ellis-Chadwick, F
Publishing Year	2003
Title	Internet Marketing, Strategy, Implementation and Practice
Subtitle	
Edition	

Publisher	2nd edition, Prentice Hall, UK
ISBN	

Course Material	Book
Author	Kotler, P, Roberto, N, and Lee, N
Publishing Year	2002
Title	Social Marketing, Improving the Quality of Life
Subtitle	
Edition	
Publisher	2nd edition, Sage Publications, UK
ISBN	

Course Material	Book
Author	Andreasen, A and Kotler, P
Publishing Year	2003
Title	Strategic Marketing for Non-profit Organisations
Subtitle	
Edition	
Publisher	6th edition, Prentice Hall, UK
ISBN	

Course Material	Book
Author	Tadajewski, M and Brownlie, B (eds.)
Publishing Year	2008
Title	Critical Marketing: Issues in Contemporary Marketing
Subtitle	
Edition	
Publisher	Wiley, UK
ISBN	

Course Material	Book
Author	Parsons, E and McLaran, P
Publishing Year	2009
Title	Contemporary Issues in Marketing and Consumer Behaviour
Subtitle	
Edition	
Publisher	Butterwoth Heinemann, UK
ISBN	

Notes

Feed-back will be given through the following:

1. Class room interaction.
2. Use of case studies and research papers with Q&A sessions integrated into seminar/lecture sessions.

3. Students will be directed to supporting case studies and journal material.