

Liverpool John Moores University

Title: MARKETING ORIENTATED MANAGEMENT
Status: Definitive
Code: **7000BUSMK** (108300)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Peter Simcock	Y

Academic Level: FHEQ7
Credit Value: 30.00
Total Delivered Hours: 75.00
Total Learning Hours: 300
Private Study: 225

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	72.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual essay chosen from a range of titles.	50.0	
Exam	AS2	Three hour closed book examination.	50.0	3.00

Aims

- 1. To understand the nature of the marketing function and the importance of a marketing orientation within the modern organization.*
- 2. To manage the marketing function as a practical entity based on relevant and appropriate management theory.*
- 3. To communicate the value-added benefits of marketing to internal and external stakeholders.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the different definitions of marketing and the organizational/environmental characteristics in which one definition might be more appropriate than another.
- 2 Analyse the major business orientations that occur within the economy and the specific situations in which each of these might flourish and how they might contribute to shareholder satisfaction.
- 3 Critically analyse the antecedents of a marketing orientation, and how each of these might be operationalised to provide an organization with a genuine marketing orientation.
- 4 Understand the importance and use of marketing information to a marketing orientation.
- 5 Critically appraise the various models of marketing management that have developed in the past, and understand the uses and limitations of these models.
- 6 Develop organization appropriate segments and apply meaningful criteria in segment selection and targeting.
- 7 Develop situation specific marketing mixes, drawing on a range of 'marketing' and 'non-marketing' variables.

Learning Outcomes of Assessments

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

essay	1	2	3	4				
EXAM	1	2	3	4	5	6	7	

Outline Syllabus

A brief history of marketing.

Defining marketing and marketing orientation.

The crisis of transaction marketing.

Customer orientation.

Competitor orientation.

Inter-functional orientation and internal marketing.

Internal organization, leadership and coaching for effective external marketing.

New marketing management paradigms.

Marketing information systems.

Setting objectives.

Market segmentation and targeting.

Creating customer value through Servitisation.

Managing the new marketing, operational and relationship mixes to deliver customer benefits.

Measuring customer value.

Learning Activities

This module will employ a range of student-centred learning strategies, including lectures, case studies, group discussions, and problem based learning.

References

Course Material	Book
Author	Gronroos, C
Publishing Year	2007
Title	Service Management and Marketing
Subtitle	Customer Management in Service Competition
Edition	3rd
Publisher	Wiley, Chichester, UK
ISBN	

Course Material	Book
Author	Palmer, R, Cockton, J and Cooper, G
Publishing Year	2007
Title	Managing Marketing
Subtitle	Marketing Success through Good Management Practice
Edition	
Publisher	Butterworth-Heinemann, Oxford, UK
ISBN	

Course Material	Book
Author	Journal of Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Marketing Management
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

The module provides a comprehensive programme relating to marketing-orientated

management as the basis for effective relationship marketing, to ensure the long-term marketing success of a range of public, private and not-for-profit organizations.