

Liverpool John Moores University

Title: Marketing, Consumer & Business Insights
Status: Definitive
Code: **7002DMKT** (120289)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Peter Simcock	Y
Andrew Doyle	
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Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 36
Total Learning Hours: 200 **Private Study:** 164

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	36

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	RPT	2000 Word Report	50	
Essay	Essay	2000 Word Essay	50	

Aims

- 1. To understand the nature of the marketing function and the importance of a marketing orientation within the modern organisation.*
- 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.*

4. To introduce students to the economic, social, psychological and technological dimensions of buyer behaviour.
5. To demonstrate how buyer behaviour inform marketing decision making.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse the antecedents of a marketing orientation, and how each of these might be operationalised to provide an organisation with genuine marketing orientation
- 2 Develop organisation appropriate segments and apply meaningful criteria in segment selection and targeting
- 3 Develop situation specific marketing mixes, drawing on a range of marketing and non-marketing variables
- 4 Discriminate between different economic, social psychological, and technological perspectives on buyer behaviour
- 5 Critically appraise demographic shifts and other behavioural bases.
- 6 Distinguish and evaluate buyer behaviour in both a consumer and B2B context.

Learning Outcomes of Assessments

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

Report	1	2	3
Essay	4	5	6

Outline Syllabus

Marketing and marketing orientation
Inter-functional orientation and internal marketing
Marketing planning
Segmentation, targeting and positioning
Developing and managing effective marketing functions
Consumer decision making and research
Motivation and perception
Learning and attitudes
Society and the consumer
Subcultures
Reference groups, opinion leaders and culture.

Learning Activities

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

Notes

Student centred learning