

Liverpool John Moores University

Title: Marketing Management
Status: Definitive
Code: **7007BUSMGT** (120839)
Version Start Date: 01-08-2017

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

Team	Leader
Cynthia Akwei	Y

Academic Level: FHEQ7 **Credit Value:** 10 **Total Delivered Hours:** 24
Total Learning Hours: 100 **Private Study:** 76

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	case study	1,000 word case study analysis	25	
Presentation	gp work	gp presentation 20min and report 2,000 words	75	

Aims

*To investigate the role and function of marketing within the context of changing consumer demands, globalisation, multi-media communication and social marketing.
To analyse the levers that create the marketing mix for organisations and their relationship to the management skills of analysis, planning and control.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the role of the marketing function in terms of its contribution to the strategic processes and the impact of tactical decision making.
- 2 Analyse the role played by internal and external environments in the development of products and services.
- 3 Evaluate the use and limitations of market research in creating segmentation, targeting and positioning strategies for a product or service.
- 4 Critically examine how an integrated marketing strategy utilises a variety of levers to deliver consistency in product, service and communication and how this is reinforced.

Learning Outcomes of Assessments

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

case study analysis 1,000 word	2			
gp presentation and report	1	3	4	

Outline Syllabus

Marketing in the modern organisation.

The marketing environment - analysing markets and identifying opportunities.

The marketing strategy process.

Market led innovation.

Customer equity and relationship management.

The integrated marketing mix and its applications.

Learning Activities

Workshops include: mini lecture, discussion of current business and management theories, case study analysis, reflection on learning experiences, facilitated group discussion, group problem solving, application of theory to practice.

Notes

An overview of the marketing environment; the role and function of marketing within changing markets and increasing international competition. The marketing mix linked to marketing management; skills of analysis, planning and control. A case study approach will be adopted so that question and answer sessions will provide discussion and engage students in debate.