

Summary Information

Module Code	7007LBSMGT
Formal Module Title	Marketing Management
Owning School	Business and Management
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Bin Gao	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Workshop	20
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Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

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.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically evaluate the role of the marketing function in terms of its contribution to the strategic processes and the impact of tactical decision making.
MLO2	Analyse the role played by internal and external environments in the development of products and services.
MLO3	Evaluate the use and limitations of market research in creating segmentation, targeting and positioning strategies for a product or service.
MLO4	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.

Module Content

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.

Module Overview

Additional Information
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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	2500 word report	100	0	MLO3, MLO4, MLO1, MLO2