

## Liverpool John Moores University

Title: Marketing Management  
Status: Definitive  
Code: **7007LBSMGT** (123616)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Anne Broderick	Y

**Academic Level:** FHEQ7  
**Credit Value:** 10  
**Total Delivered Hours:** 20  
**Total Learning Hours:** 100  
**Private Study:** 80

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	20

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	report	Report	100	

### 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:

2500 word report	1	2	3	4
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### **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.