

## Liverpool John Moores University

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Title: Marketing Management  
Status: Definitive  
Code: **7008OMBAGM** (126524)  
Version Start Date: 01-08-2020

Owning School/Faculty: Leadership and Organisational Development  
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Nick Wise	Y

**Academic Level:** FHEQ7      **Credit Value:** 12      **Total Delivered Hours:** 40  
**Total Learning Hours:** 120      **Private Study:** 80

### Delivery Options

Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Online	40

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report	60	
Technology	Social med	Social Media Design	40	

### Aims

*This module aims to help students to understand the nature of marketing and the theory and practice of marketing management.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically assess the impact marketing has on an organisation.
- 2 Apply marketing concepts to make business decisions
- 3 Evaluate marketing strategies.

### **Learning Outcomes of Assessments**

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

Report	1	2	3
Social media design	1	2	3

### **Outline Syllabus**

- *Marketing and market orientation*
- *Marketing planning*
- *Relationship marketing*
- *Segmentation, targeting and positioning*
- *Current challenges and issues in marketing*
- *Consumers, markets, trends*

### **Learning Activities**

Online

### **Notes**

Online