

Module Information

2022.01, Approved

Summary Information

Module Code	7454BUSME
Formal Module Title	Marketing Context and Relationship Management
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks
SEP-MTP	MTP	September	12 Weeks
SEP_NS-MTP	MTP	September (Non-standard start date)	12 Weeks

Aims and Outcomes

Aims	This module aims to enable students to understand the nature of marketing orientation its antecedents, and subsequent uses both externally and internally. This enables the student to appreciate the nature of organisational relationships and the importance of managing these effectively.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the impact marketing orientation has on an organisation
MLO2	2	Evaluate and critique the internal and external relationships organisations hold
MLO3	3	Propose and implement a strategic relationship management programme.

Module Content

Outline Syllabus	Marketing and Marketing Orientation External and Internal Marketing Marketing planning Segmentation, Targeting and Positioning Brand reputation management Relationship Marketing Consumers, markets and trends Understanding the external political environment and use of diplomacy Understanding diverse groups of internal and external stakeholders Understanding broad company structures Building trust and rapport for positive change Stakeholder Management Influence, negotiation and advocacy skills for building reputation and effective collaborations
Module Overview	<p>This module aims to provide an understanding of marketing context and the importance of relationship management by:</p> <p>providing you with an understanding of marketing orientation, its antecedents, and subsequent uses both externally and internally</p> <p>developing your appreciation of the nature of organisational relationships and the importance of managing these effectively</p>
Additional Information	This module is part of the MBA programme.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Fiona Armstrong-Gibbs	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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