

Liverpool John Moores University

Title: MARKETING
Status: Definitive
Code: **7500BM** (103481)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Roger Pegum	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 38.00
Total Learning Hours: 150
Private Study: 112

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Case Study	50.0	
Exam	AS2	Examination	50.0	2.00

Aims

To critically examine and evaluate the key theories, principles and practice of marketing in a global environment, including 'E Marketing'.
To critically appraise conceptual and theoretical perspectives, on International marketing strategy issues and their application in business.
To synthesise core marketing theory and best practice.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise the implications of key marketing strategies.
- 2 Demonstrate a creative approach in the design, development and implementation of marketing plans for the product and/or services sector.
- 3 Critically evaluate and apply the key theories and principles of marketing a product and/or service using appropriate technologies.

Learning Outcomes of Assessments

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

ESSAY	1
EXAM	2 3

Outline Syllabus

Forces in the Environment
Marketing research
Principles of market segmentation
Consumer behaviour / Industrial behaviour
Product planning and the role of product strategy
Development of the Service economy
Principles and strategies of pricing
Principles of Marketing Communications
Changing channels of distribution
The Marketing of Services
Business to Business Marketing
Internet Marketing
Online Distribution
The Social Web
M-Commerce

Learning Activities

Seminars

References

Course Material	Book
Author	Brassington, F and Pettitt, S
Publishing Year	2007
Title	Essentials of Marketing
Subtitle	
Edition	2nd edition

Publisher	Harlow: Prentice Hall
ISBN	

Course Material	Book
Author	Doyle, P and Stern, P
Publishing Year	2006
Title	Marketing management and strategy
Subtitle	
Edition	3rd edition
Publisher	Harlow: Pearson Education
ISBN	

Course Material	Book
Author	Kotler, P and Keller, K L
Publishing Year	2006
Title	Marketing management
Subtitle	
Edition	12th edition
Publisher	Harlow: Pearson Hall
ISBN	

Course Material	Book
Author	Kotler, P and Armstrong, G
Publishing Year	2007
Title	Principles of marketing
Subtitle	
Edition	12th edition
Publisher	Harlow: Pearson Hall
ISBN	

Course Material	Book
Author	McGoey, I
Publishing Year	1998
Title	Marketing on the Internet
Subtitle	
Edition	
Publisher	Dublin: Oak Tree Press
ISBN	

Course Material	Book
Author	www.adworld.ie
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	www.marketing.ie
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	European Journal of Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

LECTURES AND EXAM