

Liverpool John Moores University

Title: Marketing Analysis
Status: Definitive
Code: **7500DBSMRK** (118776)
Version Start Date: 01-08-2011

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

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Tutorial	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual Report	50.0	
Presentation	AS2	Group Presentation	50.0	

Aims

1. To develop a critical awareness of the practice and theories of marketing.
2. To apply marketing theories and critically discuss their limitations.
3. To critically evaluate how creative and innovative marketing concepts have been applied in the contemporary marketing environment
4. To analyse thoroughly marketing situations from an internal and external environmental perspectives.
5. To appraise innovative marketing decisions after having appraised the context of a specific industry/company

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise and apply marketing concepts to current SME and large MNCs through case study analysis
- 2 Critically evaluate relevant and current issues in marketing and practice managerial marketing skills
- 3 Synthesize marketing knowledge as this applies to specific market, industries and companies.
- 4 Develop critical skills as these relate to the management of group work.
- 5 Apply managerial marketing skills to contemporary organisations.

Learning Outcomes of Assessments

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

Report	1	2	3	4	5
Presentation	2	4	5		

Outline Syllabus

1. *Sustainable Marketing*
 2. *Market research*
 3. *Positioning strategy*
 4. *Strategic Marketing*
 5. *Product strategy*
 6. *Pricing strategy*
 7. *Branding strategy*
 8. *Distribution Strategy*
 9. *Internet marketing*
 10. *Integrated Marketing Communications*
- Including the use of some of the following case studies:*

- *Apple's app store*
- *Branding in social media*
- *Zara: A apart from the competitors*
- *Innocent Drinks Company: values*
- *Harley Davidson: Building a brand through customer engagement*
- *Le cirque du Soleil: circus reinvented*

Learning Activities

Student learning will be assessed by individual report and group presentation.

References

Course Material	Book
Author	Kotler, Keller, Brady, Goodman, Hansen
Publishing Year	2009
Title	Marketing Managaement
Subtitle	
Edition	1
Publisher	Pearson, Prentice Hall
ISBN	

Notes

Classes will take place in traditional lecture format with built-in group and pair-work to aid discussion and debate. Case studies will be used to support applied learning.