

Liverpool John Moores University

Title: MARKETING MANAGEMENT
Status: Definitive
Code: **7500KFLME** (116782)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial Leeds

Team	Leader
Alastair Balchin	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 39.00
Total Learning Hours: 150
Private Study: 111

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Workshop	39.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Written coursework: analysis of a case-study (1,200 words).	25.0	
Report	AS2	Written coursework: analysis of a cast-study (3,300 words).	75.0	

Aims

To investigate the role and function of marketing within the context of changing consumer demands, globalization, multi-media communication and social marketing. Analyse the levers that create the marketing mix for organizations 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 on tactical decision making
- 2 Examine the role that the external and internal environments play 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 Examine how an integrated marketing strategy utilises a variety of levers to deliver consistency in product, service and communication and how this is re-enforced
- 5 Examine the marketing function in not for profit and public sector organisations

Learning Outcomes of Assessments

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

report	1	2	4
report	3	5	

Outline Syllabus

- *Marketing environment*
- *Internal and external factors affecting competitiveness and strategy*
- *How marketing creates synergy for organisations*
- *Segmentation, targeting and positioning*
- *Consumer and industrial behaviour*
- *The marketing mix and services marketing mix*
- *Methods of price determination and pricing policies*
- *Application of marketing mix and its rationale*
- *Differentiators for product marketing*
- *Not for profit and social marketing*

Learning Activities

Workshops, to include: tutor mini lecture, discussion of current business and management theories, case study analysis, reflection on learning experiences, facilitated group discussion, group problem solution, application of theory to practice, the giving and receiving of feedback.

References

Course Material	Book
Author	Kotler, P et al
Publishing Year	2009
Title	Marketing Management: International (European) Edition

Subtitle	
Edition	
Publisher	Pearson
ISBN	

Course Material	Book
Author	Solomon, A et al
Publishing Year	2008
Title	Marketing, Real People, Real Choices
Subtitle	
Edition	
Publisher	5th edition, Pearson International Edition
ISBN	

Course Material	Book
Author	Wood, M B
Publishing Year	2007
Title	Essential Guide to Marketing Planning
Subtitle	
Edition	
Publisher	Prentice Hall Financial Times
ISBN	

Course Material	Book
Author	Dibb, S et al
Publishing Year	2006
Title	Marketing Concepts and Strategies
Subtitle	
Edition	
Publisher	5th edition, Houghton Mifflin
ISBN	

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.