

Liverpool John Moores University

Title: MARKETING ISSUES
Status: Definitive
Code: **7505BM** (103489)
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: 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	Coursework	50.0	
Exam	AS2	Exam	50.0	2.00

Aims

To develop an ability to appraise conceptual and theoretical perspectives on international marketing strategy issues and their application in business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Establish a broad base of marketing knowledge and the strategic implications of

- alternative courses of action.
- 2 Develop a creative approach in the design, development and implementation of marketing plans for the product, service, and not for profit sectors.
 - 3 Nurture an international perspective in all areas of marketing and an appreciation of a global context to decision making.

Learning Outcomes of Assessments

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

Essay	1	2	3
EXAM	1	2	3

Outline Syllabus

Development of Marketing and the implications of supply and demand inequality. Challenges faced by Marketing in the future.

International trends in Marketing: Globalisation, Confluence of demand/standardisation, Cultural Adaption.

Basic concepts of customer sovereignty, relationship marketing, need satisfaction and value added products/services.

Environmental change and marketing's reaction to it. The nature of decision making and risk assessment/measurement.

Market research. Principles and broad techniques. Use of secondary data, and primary data methodologies. Research instruments.

Principles of market segmentation. Nature of product and consumer variables. Development of complex variables. Use of geo-demographics/ACORN. Alternative strategies based on segmentation criteria. Undifferentiated / Differentiated / Niche approaches to market development.

Consumer behaviour / Industrial behaviour. Review of existing theoretical constructs: economic, psychological and sociological perspectives. Influences of motivation, learning, purchase behaviour and post purchase influences. Roles of innovation and adoption models.

Implications of culture, sub-culture, social class, reference group and family in purchasing.

Product planning and the role of product strategy. Growth vector alternatives and the development of new markets / products. Extension strategies. Creation and maintenance of brand value. Implications of the product life cycle for strategic development.

New product development. Innovation versus invention. Role of culture in shaping

creativity and knowledge based development. The role of the service economy. International development.

Development of the Service economy. Its differences, opportunities and potentials. Differentiators from product marketing.

Principles and strategies of pricing. International transfer pricing. Role of price in overall strategy. Pricing in specific scenarios.

Principles of promotion. The roles of Advertising, Personal Selling, PR, Sales Promotion and Packaging in overall strategic development. Media characteristics.

Changing channels of distribution. Movement of people to goods, and goods to people. Role of the Internet in changing patterns of distribution. International logistics/patterns of distribution.

Retailing. Profit justification. Changing patterns.

Marketing planning as a sum of all the strategic parts. Review of marketing plans and corrective actions.

Learning Activities

The course will be taught by a mix of formalised lectures, participate case study material, and exercises. Wherever possible an international perspective will be incorporated into the teaching to reflect the increasing globalisation of the marketing function.

References

Course Material	Book
Author	Bessington & Pettitt
Publishing Year	0
Title	Essentials of Marketing
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Baker
Publishing Year	0
Title	Marketing Strategy
Subtitle	
Edition	
Publisher	

ISBN	
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Notes

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