

## Liverpool John Moores University

Title: CONTEMPORARY ISSUES IN MARKETING  
Status: Definitive  
Code: **7509MK** (103666)  
Version Start Date: 01-08-2011

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

| Team           | Leader |
|----------------|--------|
| Graham Padgett | Y      |

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 30.00  
**Total Learning Hours:** 150  
**Private Study:** 120

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 20.000        |
| Tutorial  | 10.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description        | Weighting (%) | Exam Duration |
|----------|-------------------|--------------------|---------------|---------------|
| Essay    | AS1               | Group presentation | 100.0         |               |

### Aims

*Provide the student with a rigorous, deep and in-depth knowledge of contemporary marketing practices in the 21st century*  
*To engender a critical appreciation of technological and experiential innovations within a dynamic contemporary marketing environment*  
*To promote the effective application of marketing tools in innovative ways*  
*To equip candidates with a detailed knowledge of both the practical application and theoretical inferences of innovative marketing in both an Irish and international context*  
*To provide a cohesive framework for ethical argument and debate of various ethical*

*perspectives applicable in the current sphere of global marketing*  
*Transfer to students the analytical skills required for rigorous dissection of various ethical arguments and contention across various issues in marketing*  
*To foster a commitment to ethical marketing decisions*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Identify potentially valuable innovative marketing opportunities.
- 2 Display of a wider knowledge of innovative alternatives that can be employed by prospective marketers
- 3 Identify and analyse the characteristics, functions, and varying perspectives of marketing leadership style and application
- 4 Appreciate the relevance of digital marketing as an alternative in the current economic and marketing climate
- 5 Discuss and critique the merits and demerits of innovation in recessionary markets and to encourage the application of theoretical perspectives in this regard.
- 6 Apply marketing principles to a business environment and exercise appropriate judgement in the effective application of core elements
- 7 Demonstrate mastery of complex marketing skills and tools, apply and adapt these tools depending on the relevant circumstances
- 8 Exercise appropriate judgement in a number of complex marketing functions related to environmental scanning, product development and marketing research

## **Learning Outcomes of Assessments**

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

|       |   |   |   |   |   |   |   |   |
|-------|---|---|---|---|---|---|---|---|
| ESSAY | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-------|---|---|---|---|---|---|---|---|

## **Outline Syllabus**

*Digital Marketing. This topic provides students with an in-depth knowledge of the potential benefits of using the Internet as a marketing tool. It examines how blogging, social networking and viral marketing can be used as an alternative marketing strategy in the current economic and marketing climate. It also looks at in-game advertising as a valuable innovative way to reach an ever more elusive young audience.*

*Case focus: Facebook, Twitter and Big Fish Games*

*Leadership Marketing. This topic looks at leadership within marketing. It discusses and critiques the merits and demerits of leadership marketing in recessionary markets and to encourage the application of theoretical perspectives in this regard. Successful marketing is about leading groups of people to places they want to go, connecting them to each other and building communities around brands. The effective application of marketing tools in innovative ways will be promoted in order to become a brand leader.*

*Case focus: O2, Apple and Google.*

*Experiential Marketing. This topic equips students with a detailed knowledge of both the practical application and the theoretical implication of a unique approach to marketing goods and services in an Irish and international context. Experiential marketing is a concept that integrates elements of emotions, logic, and general thought processes to connect with the consumer. The goal of experiential marketing is to establish the connection in such a way that the consumer responds to a product offering based on both emotional and rational response levels.*

*Case focus: Wells Fargo Stagecoach Island, Strongbow Ciderhouse and Red Bull.*

*Ethics & Marketing. This topic examines several potentially unethical recent marketing practices. Since most marketing managers face ethical dilemmas during their careers, it is essential to study the moral consequences of these decisions. Typologies of ways that managers might confront ethical issues will be proposed. The significant organizational, personal and societal costs emanating from unethical behaviour will also be discussed. Some other issues that will be looked at are: green marketing, recession v boom marketing, ethical advertising, cultural perspectives on ethical marketing, political and social responsibility.*

*Case focus: Africa & Tobacco, Dolce & Gabanna, Coffee Trade, Dove, The Pharmaceutical Industry in Africa, Innocent, Diago.*

## Learning Activities

Lectures and tutorials.

## References

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Book  |
| <b>Author</b>          | Mahaian, V.; Wind, J  |
| <b>Publishing Year</b> | 2001  |
| <b>Title</b>           | Digital Marketing: Global Strategies from the World's Leading Experts |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         |   |
| <b>Publisher</b>       | New York, Wiley   |
| <b>ISBN</b>            |   |

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Book                                    |
| <b>Author</b>          | Cosme G.                                |
| <b>Publishing Year</b> | 2008                                    |
| <b>Title</b>           | (E)volution marketing with social media |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         |   |
| <b>Publisher</b>       | Oxford, Chandos                         |
| <b>ISBN</b>            |   |

|                        |                                 |
|------------------------|---------------------------------|
| <b>Course Material</b> | Book                            |
| <b>Author</b>          | Godin, S.                       |
| <b>Publishing Year</b> | 2008                            |
| <b>Title</b>           | Tribes: We Need You to Lead Us, |
| <b>Subtitle</b>        |                                 |
| <b>Edition</b>         |                                 |
| <b>Publisher</b>       | London, Portfolio Hardcover     |
| <b>ISBN</b>            |                                 |

|                        |  |
|------------------------|--|
| <b>Course Material</b> | Book   |
| <b>Author</b>          | Lenderman, M.  |
| <b>Publishing Year</b> | 2005   |
| <b>Title</b>           | Experience the Message: How Experiential Marketing Is Changing the Brand World |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         |  |
| <b>Publisher</b>       | New York, Basic Books  |
| <b>ISBN</b>            |  |

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Book  |
| <b>Author</b>          | Ottman, J.A.                                |
| <b>Publishing Year</b> | 1998  |
| <b>Title</b>           | Green marketing: opportunity for innovation |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         |   |
| <b>Publisher</b>       | Contemporary Publishing                     |
| <b>ISBN</b>            |   |

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## Notes

Lectures and tutorials.