

Liverpool John Moores University

Title: PRINCIPLES OF MARKETING
Status: Definitive
Code: **7514MK** (103671)
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: 32.00
Total Learning Hours: 150
Private Study: 118

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
Exam	AS1	Examination	100.0	2.00

Aims

To provide students with a conceptual knowledge and practical understanding of the mechanisms of the modern marketing mix.

To deliver an academically engaging marketing programme through directed and self-directed learning.

To provide students with the skills necessary to competently apply marketing concepts in a rapidly changing business landscape.

To stimulate the analytical and research skills necessary to execute effective marketing decisions.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the marketing concept and define and interpret its role within the marketing organisation
- 2 Appreciate the role of marketing research and its relationship to marketing planning.
- 3 Relate the principles of segmentation, targeting and positioning to the development of marketing strategies
- 4 Analytically evaluate the components of marketing and competently integrate complex ideas and theories
- 5 Possess the skills necessary to evaluate, apply and conceptually understand the theoretical assumptions of published research
- 6 Demonstrate critical thinking and be capable of creatively applying marketing-related knowledge to solve business problems

Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5	6
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Outline Syllabus

The marketing concept and marketing orientation

The nature and scope of marketing as a management philosophy and as a set of management tools and techniques used to practice marketing activities

Exchange theory as the underpinning of marketing and consider the broader areas which might be defined as involving marketing relations

Introduction to the marketing mix

The importance of a genuine marketing orientation in organisations and examine ways in which such an orientation is implemented

Corporate Social Responsibility

The European Marketing Environment

Marketing research

Marketing planning

The fundamental role of marketing planning within the organisation

Planning systems

Organisational barriers to successful marketing planning

Marketing Planning for smaller businesses

Market segmentation, targeting and positioning

Services marketing

Product Management

Branding

Distribution

Pricing

Relationship Marketing

Learning Activities

Lectures and tutorials

References

Course Material	Book
Author	Hoffman, D K et al
Publishing Year	2005
Title	Marketing Principles and Best Practices
Subtitle	
Edition	
Publisher	3rd edition, Thomson South-Western
ISBN	0-324-22519-9

Course Material	Book
Author	Blythe, J
Publishing Year	2006
Title	Principles and Practice of Marketing
Subtitle	
Edition	
Publisher	Thomson 1-84480-120-9
ISBN	

Course Material	Book
Author	De Pelsmacker, M G and van den Bergh, J
Publishing Year	2004
Title	Marketing Communications: A European Perspective
Subtitle	
Edition	
Publisher	Financial Times Prentice Hall 0-273-68500-7
ISBN	

Course Material	Book
Author	Jobber, D and Lancaster, G A
Publishing Year	2005
Title	Selling and Sales Management
Subtitle	
Edition	
Publisher	Financial Times Prentice Hall 0-27-36957-97
ISBN	

Notes

Lectures and tutorials