

Liverpool John Moores University

Title: MARKETING MANAGEMENT
Status: Definitive
Code: **7521OSTME** (112912)
Version Start Date: 01-08-2015

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Technical University of Ostrava

Team	Leader
Peter Simcock	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: Standard Year Long

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Written coursework: analysis of a case-study, 1,500 words	25.0	
Report	AS2	Written coursework: analysis of a topic(s), 3,500 words	75.0	

Aims

*To provide an overview of the marketing environment of organisations.
Investigate the role and function of marketing within the context of changing markets and increasing international competition.
Debate the elements of the marketing mix and their relationship to marketing management skills of analysis, planning and control.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the information needs of the marketing function in terms of its contribution to the strategic processes and tactical decision making.
- 2 Relate the consequences of the product and market life cycle positions on the design of marketing strategy.
- 3 Commission and evaluate market research in terms of its impact on key marketing decisions.
- 4 Recognise the need for integrated decision making combining sales with product design and development.
- 5 Establish a broad base of marketing knowledge and the strategic implications.
- 6 Develop a creative approach in the development and implementation of marketing plans for the product and service sectors.
- 7 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:

report	1	2	4	
report	3	5	6	7

Outline Syllabus

Marketing environment - the internal and external factors affecting competitiveness. Marketing planning as a sum of all the strategic parts. Review of marketing plans and corrective actions.

Function and practice of market research and planning. Use of secondary data and primary data methodologies. Research instruments with the use of IT.

Marketing segmentation and positioning. Niche approaches to market development. The marketing mix and services marketing mix linked to new product development and branding strategies. Product planning and the role of product strategy.

Implications of the product life cycle for strategic development. Innovation versus invention.

Methods of price determination and pricing policies. Role of price in overall strategy. Pricing in specific scenarios.

Application of the marketing communications mix and its rationale. Principles of promotion. The roles of Advertising, Personal Selling, PR, Sales Promotion and Packaging in overall strategic development. Media characteristics.

Development of Marketing with reference to international trends in Marketing: eg. Globalisation, Basic concepts of customer sovereignty, as linked to relationship marketing.

Consumer behaviour/industrial behaviour. Review of existing theoretical constructs: economic, psychological and sociological perspectives. Influences of motivation, learning, purchase behaviour and post purchase influences.

Development of the Service economy. Its differences, opportunities and potentials.

Differentiators from product marketing.

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

International logistics and patterns of distribution.

Learning Activities

Combination of workshops, mini lectures and seminars. Lectures, participative studies and exercises. Wherever possible an international perspective will be incorporated into the teaching to reflect the increasing globalisation of the marketing function.

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. This will also allow tutors to give continual feedback. In addition, the 25% coursework will be returned to students at least 1 month prior to the submission date of the 75% coursework.