

Module Information

2022.01, Approved

Summary Information

Module Code	7522DIMMKT
Formal Module Title	Marketing, Consumer and Business Insights
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dimensions International College Pte Ltd

Learning Methods

Learning Method Type	Hours
Seminar	36

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	1. To understand the nature of the marketing function and the importance of a marketing orientation within the modern organisation.2. To manage the marketing function as a practical entity based on relevant and appropriate management theory.3. To communicate the value-added benefits of marketing to internal and external stakeholders.4. To introduce students to the economic, social, psychological and technological dimensions of buyer behaviour.5. To demonstrate how buyer behaviour inform marketing decision making.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse the antecedents of a marketing orientation, and how each of these might be operationalised to provide an organisation with genuine marketing orientation
MLO2	2	Develop organisation appropriate segments and apply meaningful criteria in segment selection and targeting
MLO3	3	Develop situation specific marketing mixes, drawing on a range of marketing and non-marketing variables
MLO4	4	Discriminate between different economic, social psychological, and technological perspectives on buyer behaviour
MLO5	5	Critically appraise demographic shifts and other behavioural bases.
MLO6	6	Distinguish and evaluate buyer behaviour in both a consumer and B2B context.

Module Content

Outline Syllabus	Marketing and marketing orientationInter-functional orientation and internal marketingMarketing planningSegmentation, targeting and positioningDeveloping and managing effective marketing functionsConsumer decision making and researchMotivation and perceptionLearning and attitudesSociety and the consumerSubcultures Reference groups, opinion leaders and culture.
Module Overview	
Additional Information	Student centred learning

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	50	0	MLO1, MLO2, MLO3
Essay	Essay	50	0	MLO4, MLO5, MLO6

Module Contacts