

Marketing Management

Module Information

2022.01, Approved

Summary Information

Module Code	7608DHOMGT
Formal Module Title	Marketing Management
Owning School	Business and Management
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dhofar University

Learning Methods

Learning Method Type	Hours
Workshop	20

Module Offering(s)

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

SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks
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Aims and Outcomes

Aims	To investigate the role and function of marketing within the context of changing consumer demands, globalisation, multi-media communication and social marketing. To analyse the levers that create the marketing mix for organisations and their relationship to the management skills of analysis, planning and control.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the role of the marketing function in terms of its contribution to the strategic processes and the impact of tactical decision making.
MLO2	2	Analyse the role played by internal and external environments in the development of products and services.
MLO3	3	Evaluate the use and limitations of market research in creating segmentation, targeting and positioning strategies for a product or service.
MLO4	4	Critically examine how an integrated marketing strategy utilises a variety of levers to deliver consistency in product, service and communication and how this is reinforced.

Module Content

Outline Syllabus	Marketing in the modern organisation. The marketing environment - analysing markets and identifying opportunities. The marketing strategy process. Market led innovation. Customer equity and relationship management. The integrated marketing mix and its applications.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	2500 word report	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts