

Liverpool John Moores University

Title: MARKETING PRINCIPLES
Status: Definitive
Code: **7501MK** (103656)
Version Start Date: 01-08-2011

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

Team	Leader
Peter Simcock	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 39.00
Total Learning Hours: 150
Private Study: 111

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	The module is wholly assessed by a 3hr closed book examination.	100.0	3.00

Aims

To provide students with:

a thorough understanding and knowledge of the marketing concept and marketing orientation in private, public and not-for-profit organisations;

a thorough understanding and knowledge of the techniques, methods and theories underpinning the practice of marketing (analysis, planning, implementation and control).

Learning Outcomes

After completing the module the student should be able to:

- 1 Define the marketing philosophy and concept within different organisations.
- 2 Strategically evaluate the marketing environment and apply appropriate research techniques.
- 3 Critically apply the concepts of segmentation, targeting and positioning.
- 4 Understand the role of elasticity within pricing issues.
- 5 Critically evaluate and apply a variety of costing techniques.
- 6 Calculate the break-even point of NPD.
- 7 Strategically apply the marketing mix for manufactured goods and services.
- 8 Understand and appreciate the ethical considerations relating to the practice of marketing.

Learning Outcomes of Assessments

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

Exam	1	2	3	4	5	6	7	8
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Outline Syllabus

Introduction to the marketing concept

Marketing orientation and its impact on the organisation

Marketing and ethics

The marketing environment

Marketing planning

Quantitative and qualitative marketing research

Market segmentation, targeting and positioning

The marketing mixes for goods and services

Impact of technology on marketing practices

New product development and costings (break-even/FIFO/LIFO)

Branding

Pricing Strategy and techniques (elasticity)

Logistics and retail distribution

Learning Activities

Interactive seminars/lectures/case study analysis.

Formative Assessment: Students have the opportunity to discuss their PEP with the tutor at all stages of its development and or production.

References

Course Material	Book
Author	Brassington, F and Pettitt, S
Publishing Year	2003
Title	Principles of Marketing
Subtitle	
Edition	3rd
Publisher	FT Prenrtice Hall
ISBN	027364440

Course Material	Book
Author	Atrill, P and McLaney, E.
Publishing Year	1999
Title	Financial Accounting for Non-specialists
Subtitle	
Edition	2nd
Publisher	Prentice Hall
ISBN	0139833625

Notes

The module provides a comprehensive foundation to the wider study of marketing. It introduces students to a broad and deep examination of the basic tasks involved in the practice of marketing and the impact of new technology on this practice. The examination will test the student's knowledge and understanding of the curriculum and his/her ability to critically analyse leading edge theory in this area.

Book Description: Principles of Marketing teaches the experience and process of actually doing marketing - not just the vocabulary. It carries five dominant themes throughout in order to expose students to marketing in today's environment: Service dominant logic, sustainability, ethics and social responsibility, global coverage, and metrics. For questions about this textbook please contact textbookuse@umn.edu. Marketing principles or principles of marketing are agreed-upon marketing ideas companies use for an effective marketing strategy. They are the principles upon which we build product promotion strategies. We can use the marketing principles for the effective promotion of either goods or services. Some companies may follow the 4Ps Strategy (or 4P Strategy). The term "4Ps"™ stands for product, price, place, and promotion. Some people refer to it as the 4P Marketing Matrix. Principles of Marketing " Targeting Particular Consumers. It is essential that a company bringing a product or service to market is aware of who they believe the target market to be. Without a clear target consumer in mind it will be difficult to decide upon the correct marketing strategy to implement. Some products target a specific, or niche market, while others may target multiple markets. Principles of Marketing " Branding. Branding a product in a certain way is essential for its success.