

## Liverpool John Moores University

Title: MARKETING ORIENTATED MANAGEMENT  
Status: Definitive  
Code: **7000BUSMK** (108300)  
Version Start Date: 01-08-2011

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

Team	Leader
Peter Simcock	Y

**Academic Level:** FHEQ7  
**Credit Value:** 30.00  
**Total Delivered Hours:** 75.00  
**Total Learning Hours:** 300  
**Private Study:** 225

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	72.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual essay chosen from a range of titles.	50.0	
Exam	AS2	Three hour closed book examination.	50.0	3.00

### Aims

- 1. To understand the nature of the marketing function and the importance of a marketing orientation within the modern organization.*
- 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.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the different definitions of marketing and the organizational/environmental characteristics in which one definition might be more appropriate than another.
- 2 Analyse the major business orientations that occur within the economy and the specific situations in which each of these might flourish and how they might contribute to shareholder satisfaction.
- 3 Critically analyse the antecedents of a marketing orientation, and how each of these might be operationalised to provide an organization with a genuine marketing orientation.
- 4 Understand the importance and use of marketing information to a marketing orientation.
- 5 Critically appraise the various models of marketing management that have developed in the past, and understand the uses and limitations of these models.
- 6 Develop organization appropriate segments and apply meaningful criteria in segment selection and targeting.
- 7 Develop situation specific marketing mixes, drawing on a range of 'marketing' and 'non-marketing' variables.

## Learning Outcomes of Assessments

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

essay	1	2	3	4				
EXAM	1	2	3	4	5	6	7	

## Outline Syllabus

*A brief history of marketing.*

*Defining marketing and marketing orientation.*

*The crisis of transaction marketing.*

*Customer orientation.*

*Competitor orientation.*

*Inter-functional orientation and internal marketing.*

*Internal organization, leadership and coaching for effective external marketing.*

*New marketing management paradigms.*

*Marketing information systems.*

*Setting objectives.*

*Market segmentation and targeting.*

*Creating customer value through Servitisation.*

*Managing the new marketing, operational and relationship mixes to deliver customer benefits.*

*Measuring customer value.*

## Learning Activities

This module will employ a range of student-centred learning strategies, including lectures, case studies, group discussions, and problem based learning.

## References

<b>Course Material</b>	Book
<b>Author</b>	Gronroos, C
<b>Publishing Year</b>	2007
<b>Title</b>	Service Management and Marketing
<b>Subtitle</b>	Customer Management in Service Competition
<b>Edition</b>	3rd
<b>Publisher</b>	Wiley, Chichester, UK
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Palmer, R, Cockton, J and Cooper, G
<b>Publishing Year</b>	2007
<b>Title</b>	Managing Marketing
<b>Subtitle</b>	Marketing Success through Good Management Practice
<b>Edition</b>	
<b>Publisher</b>	Butterworth-Heinemann, Oxford, UK
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal of Marketing
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal of Marketing Management
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

## Notes

The module provides a comprehensive programme relating to marketing-orientated

management as the basis for effective relationship marketing, to ensure the long-term marketing success of a range of public, private and not-for-profit organizations.

Introduction to Marketing Management Functions. Marketing is one of most frequently used word in business lexicon but perhaps not fully understood by the common man. Most people tend to confuse it with sales or think it is a superlative function of selling. Marketing is at the core of success of any product or that of the company that produces it. Sometimes it is said even an average product can be sold by intelligent marketing management. Start Your Free Marketing Course. However, if it is a new product or service, it makes sense to do a sample market survey with the help of a competent firm. In such cases, a more broader term is used " marketing research. This can gauge the attitude of buyers, potential market size, consumer preferences, acceptable pricing, product features and attributes. Service Management and Marketing is exceptionally good! It is the most comprehensive and integrative textbook in the field. And the real icing on the cake is its unique customer relationship management perspective to service marketing.--JAGDISH N. SHETH, Charles H. Kellstadt Professor of Marketing Emory University. From the Publisher. 'Griffinroos presents the most scholarly and provocative examination of services marketing that I have seen in our literature. This book is guaranteed to challenge company ideas on how services should be managed and the role they play in defining a company's Services Marketing and Management. 85,246 Followers. Recent papers in Services Marketing and Management. Papers. People. Based on the Service Robot Deployment Model (SRD), we support managers in their choice decisions concerning which services and tasks robots are suitable to fulfill, and how they need to be designed so that customers are willing to engage in interactions. Furthermore, this article discusses several implications of service robots for the field of service management and marketing. Save to Library. Download. Marketing management is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities. Marketing management employs tools from economics and competitive strategy to analyze the industry context in which the firm operates. These include Porter's five forces, analysis of strategic groups of competitors, value chain analysis and others.