

Liverpool John Moores University

Title: STUDY SKILLS FOR MARKETERS
Status: Definitive
Code: **4004BUSMK** (117097)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Carolyn Berry	Y
Gary Brown	
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Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report (Word Document).	25	
Technology	Tech.	Technological task (Microsoft Excel and Microsoft Access Exercise).	40	
Presentation	Present	Presentation	25	
Self Awareness Statement	WOW	Reflection	10	

Aims

To develop a range of study skills which are essential for academia and will be required throughout the BA (Hons) Marketing degree.

Learning Outcomes

After completing the module the student should be able to:

- 1 Adopt and fully utilise the Microsoft Office software package.
- 2 Utilise electronic resources to conduct research around a marketing issue.
- 3 Be capable of designing and delivering a presentation on a marketing related topic.
- 4 Identify and reflect upon the following aspects of personal development: Strengths and weaknesses, motivations and values, ability to work with others.

Learning Outcomes of Assessments

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

Report	2	4
Technology	1	4
Presentation	3	4
WOW	4	

Outline Syllabus

Module Introduction
Getting used to the LJMU system
Plagiarism – addressing the problem
Microsoft Word
Report writing
Private finance initiatives
Conducting research
PowerPoint
Presentation skills
PDF documents
The internet
Using LJMUs e-portfolio
Microsoft Excel
Microsoft Access

Learning Activities

Lectures, tutorials, video, case studies, group exercises, group presentations, self-assessment questions.

Notes

This module serves to enable BA Marketing students ability to use computer software systems, produce presentations, conduct research, and generally develop skills they will need while students and subsequently in the world of work. Here they will develop essential skills which will be utilised throughout the programme delivery and will also increase their employability in the world of work.