

Summary Information

Module Code	5038BUSMK
Formal Module Title	Sandwich Year - Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	120
Academic level	FHEQ Level 5
Grading Schema	Pass/Not Pass

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Seminar	10

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	36 Weeks

Aims and Outcomes

Aims	To provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give students the opportunity to develop professional skills relevant to their programme of study as well as the attitude and behaviours necessary for employment in a diverse and changing environment.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Discuss the importance of appropriate professional behaviours in the workplace
MLO2	2	Identify the professional and personal skills necessary for effective employment within a professional environment
MLO3	3	Demonstrate an awareness of the scope, structure and operation of the host organisation.
MLO4	4	Reflect upon the impact of the placement on their personal and professional development.

Module Content

Outline Syllabus	Prior to the commencement of the placement there will be a period of preparation for the placement. The nature of the learning experience will depend upon the placement provider. The placement will be approved in advance by the university to ensure that the experience is appropriate and relevant to the student's programme of study.
Module Overview	
Additional Information	This extended placement forms a key part of a sandwich degree. All placements need to be assessed and approved prior to commencement in line with LJMU Placement Learning Code of Practice. The Code of Practice requires students to conduct themselves in a professional and responsible manner during the placement - failure to do so may lead to the placement being terminated prematurely. Placements are normally for one calendar year on a full-time basis. Split placements or shorter durations may be permissible. There is an expectation that a minimum of 1200hrs will be spent in the workplace.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Placement Portfolio	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Jack OFarrell	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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