

## Liverpool John Moores University

Title: SANDWICH YEAR - Marketing  
Status: Definitive  
Code: **5038BUSMK** (122893)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

| Team          | Leader |
|---------------|--------|
| Jack OFarrell | Y      |

**Academic Level:** FHEQ5  
**Credit Value:** 120  
**Total Delivered Hours:** 10  
**Total Learning Hours:** 1200  
**Private Study:** 1190

### Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Seminar   | 10            |

**Grading Basis:** Pass/Not Pass

### Assessment Details

| Category  | Short Description | Description         | Weighting (%) | Exam Duration |
|-----------|-------------------|---------------------|---------------|---------------|
| Portfolio | Portfolio         | Placement Portfolio | 100           |               |

### 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.*

### Learning Outcomes

After completing the module the student should be able to:

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

### **Learning Outcomes of Assessments**

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

|                     |   |   |   |   |
|---------------------|---|---|---|---|
| Placement Portfolio | 1 | 2 | 3 | 4 |
|---------------------|---|---|---|---|

### **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.*

### **Learning Activities**

The exact nature of the learning activities will depend upon the placement. An appropriate programme of work and supervision relevant to the student's degree programme will be established through negotiation, on an individual basis, between LJMU, the placement provider and student.

### **Notes**

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.