

Liverpool John Moores University

Title: PR AND LANGUAGE RESEARCH PROJECT
Status: Definitive
Code: **6002LASS** (108366)
Version Start Date: 01-08-2011

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

Team	Leader
Gwenda Mynott	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 6.00
Total Learning Hours: 120
Private Study: 114

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	Diss		100.0	

Aims

To develop a capacity for original research and independent learning through the investigation of a specific issue or problem in the field of PR and language (French, Spanish, Japanese or Chinese)

Learning Outcomes

After completing the module the student should be able to:

- 1 Research and analyse a relevant problem or issue linked to their country of study

- 2 Undertake a literature review
- 3 Identify and justify appropriate research methods
- 4 Work with a minimum of supervision, but to co-operate with their project supervisor
- 5 Use the target language accurately to undertake the research activities and report the research findings

Learning Outcomes of Assessments

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

Dissertation 1 2 3 4 5

Outline Syllabus

- Introduction to the project and project planning*
- Project layout*
- Literature searching and bibliographic citations*
- Data collection and analysis*
- Guidance from staff supervisors*

Learning Activities

Lectures and self directed study with the support of a supervisor.

References

Course Material	Book
Author	Bryman, A. and Bell, E.
Publishing Year	2003
Title	Research methods for business students
Subtitle	
Edition	3rd ed
Publisher	Pearson
ISBN	

Course Material	Book
Author	Collis, J.
Publishing Year	2003
Title	Business research: a practical guide
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Course Material	Book
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Author	Fisher, C.
Publishing Year	2002
Title	Researching and writing a dissertation
Subtitle	
Edition	
Publisher	Gower
ISBN	

Notes

This module enables final year students to apply their knowledge and skills to a researched public relations and language problem or issue. All students must submit a proposal to the module leader for approval.

For French and Spanish: project in target language; executive summary in English

For Japanese and Chinese: project report in English; executive summary in target language