

## Liverpool John Moores University

Title: Research Project - Market Report  
Status: Definitive  
Code: **6004PD** (117760)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design  
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
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**Academic Level:** FHEQ6      **Credit Value:** 24.00      **Total Delivered Hours:** 14.00

**Total Learning Hours:** 240      **Private Study:** 226

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	4.000
Seminar	4.000
Tutorial	6.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Written Report	100.0	

### Aims

- 1: To develop skills in applied market research, writing and data interpretation.
- 2: To develop a thorough, complete and professional approach to report production.
- 3: To enhance students appreciation of the connections between market contexts

*and product design.*

*4: To develop a methodological approach to individual project management.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1        1: Critically evaluate the appropriateness of various information sources including the use of primary and secondary data.
- 2        2: Produce a business-orientated piece of applied market research to normal production standards.
- 3        3: Demonstrate the ability to critically evaluate the relationship of product placement, packaging, promotion, price and place within a commercial market context.
- 4        4: Determine own learning and liaise appropriately with staff within given deadlines

## **Learning Outcomes of Assessments**

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

Report	1	2	3	4
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## **Outline Syllabus**

- *Report Writing*
- *Research Methods*
- *Business Planning*
- *Project Management*
- *New Product / Brand / Corporate Identity Development*
- *Case Studies*
- *Industry practice*
- *Entrepreneurialism*
- *Business Strategy and Design*
- *Visual / Experiential Analysis of Products, Environments & Communication (including Advertising)*
- *Marketing, Consumer Behaviour, International Marketing etc.*

## **Learning Activities**

The module will be delivered in stages aligned to the production of the final report. Introductory weekly lectures and seminar discussions will engage students in the core areas of the report's content as outlined above in the notes section, individual one to one tutorials will then focus on the development of each students report document – interspersed with group seminar sessions located at key stages within the module timetable. An individual research plan will be written, relating to each student's major project product/product family. Scheduled draft submissions provide the opportunity for formative feedback to be ongoing throughout the process,

delivered via the individual tutorial sessions.

## References

<b>Course Material</b>	Book
<b>Author</b>	Fairbairn, G.J. and Winch, C.
<b>Publishing Year</b>	1996
<b>Title</b>	Reading, Writing and Reasoning
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Open University Press, Oxford
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Freeman, R.
<b>Publishing Year</b>	1993
<b>Title</b>	How to Study Effectively
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Collins Educational,
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lewis, R.
<b>Publishing Year</b>	1994
<b>Title</b>	How to Manage Your Study Time
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Cambridge Press, Cambridge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Trzeciak, J.
<b>Publishing Year</b>	1995
<b>Title</b>	Study Skills for Academic Writing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Phoenix ELT, Hemel Hempstead
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lidwell, W.
<b>Publishing Year</b>	2008
<b>Title</b>	Deconstructing Product Design
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	Rockport Publishers, Massachusetts
<b>ISBN</b>	

<b>Course Material</b>	Journal / Article
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	Design Week
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Journal / Article
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	Blueprint
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Journal / Article
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	Innovation
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Journal / Article
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	New Design
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

## Notes

This module will adopt a flexible student centred approach to its delivery and compilation of the final report document. The report will be closely aligned with each individual student's major project, running concurrently alongside the major project module. The report offers each student the opportunity to produce a document of

professional quality in its appearance and content that will be suitable for a business context, paying particular attention to the evaluation and communication of Product Lifecycle, Market context, Branding, Sales, Packaging, Distribution and Promotion.

The report will be written using the plain English campaign guidelines.