

Summary Information

Module Code	6005LBSMK
Formal Module Title	Marketing Consultancy Project
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Gwenda Mynott	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
----------------------	-------

Workshop	44
----------	----

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	Apply a range of theoretical concepts to practical organisational or industry sector issues or problems relating to the marketing discipline.
-------------	---

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate the use of theoretical models and marketing principles within a live project.
MLO2	Analyse a business/marketing issue and make practical recommendations.
MLO3	Present a critical marketing report to professional standards.
MLO4	Undertake critical self-reflection activities and provide an in-depth self-awareness report.

Module Content

Outline Syllabus
Introduction to Consultancy. Understanding Yourself as a Practitioner. Teamwork development. Reflective Practice. Managing Projects. Review of Marketing Planning. Preparing and Delivering Presentations.

Module Overview
This module enables you to apply a range of theoretical concepts to practical marketing issues in industry.

Additional Information
This module implicitly links to Media Production module and IMC module where learning from those modules help students to formulate solutions for this module.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Group Report	50	0	MLO3, MLO2, MLO1
Reflection	Individual Critical Reflection	50	0	MLO4