

Liverpool John Moores University

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Title: Marketing Consultancy Project
Status: Definitive
Code: **6005LBSMK** (128993)
Version Start Date: 01-08-2021

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

Team	Leader
Andrew Doyle	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Group Consultancy Report	50	
Reflection	REFL	Individual Critical Self-Reflection	50	

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:

- 1 Demonstrate the use of theoretical models and marketing principles within a live project.
- 2 Analyse a business/marketing issue and make practical recommendations.
- 3 Present a critical marketing report to professional standards.
- 4 Undertake critical self-reflection activities and provide an in-depth self-awareness report.

Learning Outcomes of Assessments

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

Group Report	1	2	3
Individual Critical Reflection	4		

Outline Syllabus

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

Learning Activities

Workshops will be initially frontloaded with content to ensure students have key information early and can reflect upon their learning later on. Workshops towards the end of the module will consist of Marketing Clinics, for students to collaborate in their group work discussions and develop their marketing reports.

Notes

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