Liverpool John Moores University

Title:	MARKET REPORT: PRODUCT, PRICE, PACKAGING & PRODUCTION
Status:	Definitive
Code:	6014PD (110061)
Version Start Date:	01-08-2011
Owning School/Faculty: Teaching School/Faculty:	Liverpool School of Art & Design Liverpool School of Art & Design

Team	Leader
Jon Spruce	Y

Academic Level:	FHEQ6	Credit Value:	24.00	Total Delivered Hours:	60.00
Total Learning Hours:	240	Private Study:	180		

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	2.000
Seminar	16.000
Tutorial	42.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework: by the submission of a Market based report and supporting materials as outlined in the module handbook.	100.0	

Aims

To develop skills in research, writing and data interpretation.

To develop a thorough, complete and professional approach to report production. To enhance students appreciation of the connections between the marketplace and product design.

Learning Outcomes

After completing the module the student should be able to:

- 1 Differentiate the use of various information sources including the Internet.
- 2 Produce a business-orientated piece of research to normal production standards.
- 3 Demonstrate an understanding of product placement, packaging, promotion, price and place.

Learning Outcomes of Assessments

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

REPORT 1 2 3

Outline Syllabus

Stage One Briefing stage - using a prescribed outline of the report detailing research materials and methods. Stage Two Report creation using graphs, data, text and illustration.

Learning Activities

Individual research plan relating to major project product/product family. Formative feedback created from tutorial interaction.

References

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

Notes

This module will adopt a flexible student centered and focused approach to the report. The report will be aligned with the major project and will run at the same time.

The report will be suitable for a business context and will be written using the plain English campaign guidelines.