

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

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