

## Liverpool John Moores University

Title: MARKETING CONSULTANCY  
Status: Definitive  
Code: **6019BUSMK** (117118)  
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Peter Simcock	Y

**Academic Level:** FHEQ6      **Credit Value:** 24      **Total Delivered Hours:** 6  
**Total Learning Hours:** 240      **Private Study:** 234

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	5,000 word report outlining the issues, findings and recommended solutions.	50	
Presentation	Pres.	30 min presentation to host company and academic staff.	30	
Reflection	Ref.	2,000 word report to include learning diary personal reflection of activity.	20	

### Aims

*To enable students to undertake a work based marketing consultancy project during the final year. This activity will allow the student to put into practice the skills and knowledge gained.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate the use of theoretical models and marketing principles in a live project.
- 2 Analyse a business issue and make practical recommendations.
- 3 Present a marketing report to professional standards.
- 4 Reflect on the activity undertaken.

## Learning Outcomes of Assessments

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

Report	1	2
Presentation	3	
Reflection	4	

## Outline Syllabus

*Marketing consultancy process, tendering  
Field Investigation and analysis  
Report writing and presentation  
Reflection*

## Learning Activities

3 x 2 hour lectures on the role of consultancy.

Supervision during the project.

A limited number of marketing consultancy projects will be offered each year. The students will bid for their desired project(s), successful candidates will be selected by a board of academics and practitioners.

The student will undertake the project within a 3 month period and present findings and recommendations to the organisation and provide a report.

A reflection report will be undertaken by the student.

## Notes

To enable students to undertake a work based marketing consultancy project during the final year. This activity will allow the student to put into practice the skills and knowledge gained.