

## Liverpool John Moores University

Title: MARKETING DISSERTATION  
Status: Definitive  
Code: **6020BUSMK** (117119)  
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:** 4  
**Total Learning Hours:** 240  
**Private Study:** 236

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	1
Tutorial	3

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	Diss.	Students choose a marketing issue or problem and undertake individual work with appropriate supervision.	100	

### Aims

*To enable students to produce a structured, analytical, and in-depth review of a current marketing issue using a range of appropriate and authoritative secondary sources.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Identify an appropriate marketing issue for analysis, and develop aims and objectives for the dissertation.
- 2 Undertake a critical review of the relevant academic and other literature to provide theoretical underpinnings for the subsequent research.
- 3 Reach conclusions based on the literature review, and produce a structured and appropriately referenced report.

### **Learning Outcomes of Assessments**

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

Dissertation	1	2	3
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### **Outline Syllabus**

*There is no syllabus content associated with this module. Students choose a marketing issue or problem and undertake individual work with appropriate supervision.*

### **Learning Activities**

There will be lecture input covering the process of undertaking the dissertation, dissertation structure, and referencing. Individual meetings with project supervisors will provide guidance on the management of the project.

### **Notes**

This module enables level 6 students to integrate and apply their marketing knowledge and skills to a comprehensively researched problem or issue.