

Liverpool John Moores University

Title: MARKETING PROJECT
Status: Definitive
Code: **6021BUSMK** (117120)
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
Portfolio	Portfolio	Individual project.	100	

Aims

To enable students to define and undertake research into a specific marketing problem or issue within an academic context.

Learning Outcomes

After completing the module the student should be able to:

- 1 Undertake an academic literature review to provide theoretical underpinnings for the subsequent research.
- 2 Identify, justify, and employ appropriate research methods, data capture strategy, and data analysis techniques.
- 3 Reach conclusions based on the evidence presented, and make appropriate recommendations.

Learning Outcomes of Assessments

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

Portfolio	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, which might be related to work undertaken on the placement year or on a part-time basis.

Learning Activities

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.