

# Marketing Dissertation

## Module Information

2022.01, Approved

### Summary Information

Module Code	6035BUSMK
Formal Module Title	Marketing Dissertation
Owning School	Business and Management
Career	Undergraduate
Credits	40
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	4

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	28 Weeks

### Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Identify an appropriate marketing issue for analysis, and develop aims and objectives for the dissertation.
MLO2	2	Undertake a critical review of the relevant academic and other literature to provide theoretical underpinnings for the subsequent research.
MLO3	3	Reach conclusions based on the literature review, and produce a structured and appropriately referenced report.

## Module Content

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.
Module Overview	The aim of the Dissertation is to enable you to produce a structured, analytical, and in-depth review of a current marketing issue using a range of appropriate and authoritative secondary sources.
Additional Information	This module enables level 6 students to integrate and apply their marketing knowledge and skills to a comprehensively researched problem or issue.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Dissertation	10,000 word dissertation	100	0	MLO3, MLO1, MLO2

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Vito Tassiello	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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