

Liverpool John Moores University

Title: Marketing Dissertation
Status: Definitive
Code: **6035BUSMK** (123132)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Vito Tassiello	Y
Andrew Doyle	

Academic Level: FHEQ6
Credit Value: 40
Total Delivered Hours: 4
Total Learning Hours: 400
Private Study: 396

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	4

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	disser	A 10,000 word (+/-10%) dissertation in which students integrate and apply their marketing knowledge and skills to a comprehensively researched problem or issue.	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:

10,000 word dissertation 1 2 3

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.