

Marketing Project

Module Information

2022.01, Approved

Summary Information

Module Code	6036BUSMK
Formal Module Title	Marketing Project
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 define and undertake research into a specific marketing problem or issue within an academic context.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Undertake an academic literature review to provide theoretical underpinnings for the subsequent research.
MLO2	2	Identify, justify, and employ appropriate research methods, data capture strategy, and data analysis techniques.
MLO3	3	Reach conclusions based on the evidence presented, and make appropriate recommendations.

Module Content

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, or simply select a marketing related area in which they are interested. This module requires the student to undertake some form of primary research.
Module Overview	The aim of this Marketing Project is to enable you to define and undertake research into a specific marketing problem or issue within an academic context.
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 Research Project	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Adnane Alaoui Mhamdi	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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