

## Liverpool John Moores University

Title: Marketing Project  
Status: Definitive  
Code: **6036BUSMK** (123133)  
Version Start Date: 01-08-2021

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

Team	Leader
Adnane Alaoui Mhamdi	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
Portfolio	Portfolio	A 10,000 word (+/-10%) research project in which students integrate and apply their marketing knowledge and skills undertaking primary research into a defined marketing problem or issue.	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:

10,000 word Research Project	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, or simply select a marketing related area in which they are interested. This module requires the student to undertake some form of primary research.*

## 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.