

Liverpool John Moores University

Title: Marketing Consultancy Active Learning Project
Status: Definitive
Code: **6039BUSMK** (123167)
Version Start Date: 01-08-2021

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

Team	Leader
Jack OFarrell	Y
Andrew Doyle	

Academic Level: FHEQ6 **Credit Value:** 40 **Total Delivered Hours:** 6

Total Learning Hours: 400 **Private Study:** 394

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Tutorial	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	An individual 5000 word (+/- 10%) Consultancy Report	50	
Presentation	Pres	An individual 20 minute Presentation and 10 minute Q&A	30	
Reflection	REFL	An individual 1,500 word Reflection (+/-10%)	20	

Aims

To enable students to undertake a work based marketing consultancy project during the final year. This activity will allow the student to put into practice the skills and knowledge gained.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate the use of theoretical models and marketing principles in a live project.
- 2 Analyse a business / marketing issue and make practical recommendations
- 3 Present a marketing report to professional standards.
- 4 Undertake a reflection activity providing an in-depth self awareness report.

Learning Outcomes of Assessments

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

5000 word Consultancy Report	1	2	3
20 minute Presentation	1	2	3
1,500 word Reflection	4		

Outline Syllabus

*Marketing consultancy process, tendering
Field Investigation and analysis
Report writing and presentation
Reflection*

Learning Activities

Tutorials on the role of consultancy.
Supervision during the project.

Notes

The consultancy project offers students an option to work with a live marketing case. The consultancy projects are sourced from students.