

# Marketing Consultancy Active Learning Project

## Module Information

2022.01, Approved

### Summary Information

|                     |   |
|---------------------|---|
| Module Code         | 6039BUSMK                                     |
| Formal Module Title | Marketing Consultancy Active Learning 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 |
|----------------------|-------|
| Tutorial             | 6     |

### 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 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. |
|------|--|

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

### Learning Outcomes

| Code | Number | Description   |
|------|--------|---|
| MLO1 | 1      | Demonstrate the use of theoretical models and marketing principles in a live project. |
| MLO2 | 2      | Analyse a business / marketing issue and make practical recommendations               |
| MLO3 | 3      | Present a marketing report to professional standards.                                 |
| MLO4 | 4      | Undertake a reflection activity providing an in-depth self awareness report.          |

## Module Content

|                        |  |
|------------------------|--|
| Outline Syllabus       | Marketing consultancy process, tendering<br>Field Investigation and analysis<br>Report writing and presentation<br>Reflection  |
| Module Overview        | The aim of this Marketing Consultancy Project is to enable you to undertake a work based marketing consultancy project during the final year. This activity will allow you to put into practice the skills and knowledge gained. |
| Additional Information | The consultancy project offers students an option to work with a live marketing case. The consultancy projects are sourced from students.  |

## Assessments

| Assignment Category | Assessment Name              | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|------------------------------|--------|--------------------------|---------------------------------|
| Artefacts           | 5000 word Consultancy Report | 50     | 0                        | MLO1, MLO2, MLO3                |
| Presentation        | 20 minute Presentation       | 30     | 0                        | MLO1, MLO2, MLO3                |
| Reflection          | 1,500 word Reflection        | 20     | 0                        | MLO4                            |

## Module Contacts

### Module Leader

| Contact Name  | Applies to all offerings | Offerings |
|---------------|--------------------------|-----------|
| Jack OFarrell | Yes                      | N/A       |

### Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
|--------------|--------------------------|-----------|