

## Liverpool John Moores University

Title: MARKETING DISSERTATION  
Status: Definitive  
Code: **7006BUSMK** (108306)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Karon Meehan	Y

**Academic Level:** FHEQ7  
**Credit Value:** 60.00  
**Total Delivered Hours:** 8.00  
**Total Learning Hours:** 600  
**Private Study:** 592

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Online	8.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	AS1	Coursework of 22,000 to 25,000 words.	100.0	

### Aims

*To enable students to develop and execute a marketing dissertation, applying both marketing and research methodology concepts and techniques to a specific problem or scenario.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Source and critically evaluate a body of academic marketing literature relevant to

- the research problem or scenario.
- 2 Critically appraise and apply a variety of research methods and techniques to collect, analyse, interpret and present data to ensure research aims are appropriately achieved.
  - 3 Draw evidenced conclusions and make realistic recommendations underpinned by both data and academic literature.
  - 4 Demonstrate effective time management skills in completing the project within an agreed timescale.

## Learning Outcomes of Assessments

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

Dissertation                      1    2    3    4

## Outline Syllabus

*Introduction to the aims and objectives of a marketing issue or problem.*  
*Setting the terms of reference for the dissertation.*  
*Critiquing the literature.*  
*Constructing the research data collection process.*  
*Producing/interpreting coherent results.*  
*Writing and reflecting throughout the whole process.*

## Learning Activities

Project supervision and input sessions by the module leader on the structure and content of a dissertation (via the Research Methods and Planning module).

Formative Assessment will take place through meetings between the supervisor and the student, whereby informative discussions about the structure, direction and progress of the dissertation will occur.

## References

<b>Course Material</b>	Book
<b>Author</b>	Gash, S
<b>Publishing Year</b>	2000
<b>Title</b>	Effective Literature Searching for Research
<b>Subtitle</b>	
<b>Edition</b>	2nd Rev
<b>Publisher</b>	Gower Publishing Ltd
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Howard, K, Sharp, J A and Peters, J

<b>Publishing Year</b>	2002
<b>Title</b>	The Management of a Student Research Project
<b>Subtitle</b>	
<b>Edition</b>	3rd Rev
<b>Publisher</b>	Gower Publishing Ltd
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Sekaran, U
<b>Publishing Year</b>	2003
<b>Title</b>	Research Methods for Business
<b>Subtitle</b>	A Skill Building Approach
<b>Edition</b>	4th
<b>Publisher</b>	John Wiley & Son
<b>ISBN</b>	

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### Notes

The students will meet with their supervisor and discuss the research process to date so that targets can be established and deadlines achieved.