

Liverpool John Moores University

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Title: Activity Based Learning Project
Status: Definitive
Code: **7006DMKT** (120300)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Peter Simcock	Y
Karon Meehan	

Academic Level: FHEQ7 **Credit Value:** 60 **Total Delivered Hours:** 12
Total Learning Hours: 600 **Private Study:** 588

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Tutorial	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Project		100	

Aims

This module provides one to one supervision to enable students to develop and execute a digital marketing action learning project, applying concepts from both digital and the wider marketing literature, 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 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:

15,000 word report	1	2	3	4
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Outline Syllabus

Introduction to the aims and objectives of a digital marketing issue or problem

Setting the terms of reference for the project

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 an action learning project (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 action learning project will take place.

Notes

Students will meet with their appointed supervisor to discuss the research process, and agree on a timetable for targets to be established and a reasonable and realistic deadline achieved.