

## Liverpool John Moores University

Title: Activity Based Learning Project  
Status: Definitive  
Code: **7026DMKT** (123762)  
Version Start Date: 01-08-2021

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

Team	Leader
Natalie Taylor	Y

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

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Tutorial	12

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Project	15000 word report	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
--------------------	---	---	---	---

## **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.