

Summary Information

Module Code	7160DMKT
Formal Module Title	Research Project
Owning School	Business and Management
Career	Postgraduate Taught
Credits	60
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Natalie Taylor	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Tutorial	10
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Module Offering(s)

Offering Code	Location	Start Month	Duration
APR-MTP	MTP	April	12 Weeks
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module provides supervision to enable students to develop and execute a research project, applying concepts from both digital and the wider marketing literature, research methodology concepts and techniques to a specific problem or scenario.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Source and critically evaluate a body of academic literature relevant to the research problem or scenario.
MLO2	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.
MLO3	Draw evidenced conclusions and make realistic recommendations underpinned by both data and academic literature.
MLO4	Demonstrate effective time management skills in completing the project within an agreed timescale.

Module Content

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 process

Module Overview
Develop and execute a research project with guidance and supervision. Apply concepts from both digital and wider marketing literature, along with research methodology concepts and techniques, to a specific problem or scenario.

Additional Information

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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	15,000 word research project	100	0	MLO2, MLO3, MLO4, MLO1