

# Leadership Marketing Project

## Module Information

2022.01, Approved

### Summary Information

Module Code	7493BUSME
Formal Module Title	Leadership Marketing Project
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

### Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

### Learning Methods

Learning Method Type	Hours
Off Site	40
Workshop	8

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

### Aims and Outcomes

Aims	This module aims for students to apply knowledge skills and behaviours to leadership marketing practice through the completion of a live case study with a client linked to a marketing/digital marketing issue.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Identify and negotiate objectives with key stakeholders within the client organisation.
MLO2	2	Critically evaluate a range of theoretical concepts relevant to the identified marketing/digital marketing issue
MLO3	3	Critically analyse and integrate complex information related to the project.
MLO4	4	Report and present finding with reflection on their effectiveness as a practitioner and their own approaches.

### Module Content

Outline Syllabus	Negotiation and advocacy skills Stakeholder collaboration Research methods and techniques Presentation skills Report writing Network and rapport building through project engagement
Module Overview	
Additional Information	This module is part of the Postgraduate Certificate in Leadership and Digital Marketing

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	3000 Word Individual Report	80	0	MLO1, MLO2, MLO3
Presentation	15 Minute Presentation	20	0	MLO4

### Module Contacts