

Liverpool John Moores University

Title: MA MARKETING DISSERTATION
Status: Definitive
Code: **7511MK** (103668)
Version Start Date: 01-08-2014

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

Team	Leader
Hilary Bishop	Y

Academic Level: FHEQ7
Credit Value: 60.00
Total Delivered Hours: 6.00
Total Learning Hours: 600
Private Study: 594

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	AS1	Dissertation of 20,000 words	100.0	

Aims

To enable the student to develop a Dissertation, applying marketing concepts and techniques to a problem or issue with significant implications to a chosen organisation and/or industry

Learning Outcomes

After completing the module the student should be able to:

- 1 Use a range of scientific research techniques to help explore and explain, and, if appropriate, to resolve a marketing issue or problem.
- 2 Select, evaluate and apply current theoretical concepts relating to a marketing issue.
- 3 Apply critically a range of theoretical concepts to the marketing issue or problem.
- 4 Derive effective conclusions or recommendations to an issue or problem.
- 5 Evaluate the potential implications of the implementation of any recommendations or conclusions.
- 6 Reflect on participant development of learning, knowledge, and skills during the preparation of the dissertation.

Learning Outcomes of Assessments

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

Dissertation	1	2	3	4	5	6
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Outline Syllabus

Students will have completed a module in Research Methods and produced a proposal prior to the assignment of a Supervisor. Students will meet with their Supervisor on a regular basis during the development of the Dissertation. The agenda of each meeting will vary according to the needs of the student.

Learning Activities

A detailed progression map is outlined and agreed between the student and his/her supervisor over the course of the module. This map is updated at every meeting and both parties ensure they work towards deadlines in a timely fashion.

Notes

The Dissertation, is 20,000 words (excluding appendices), incorporating reflections on learning, applying marketing concepts and techniques to an issue or problem with significant implications for any organization or industry. Detailed guidelines are set out in the Dissertation Guidebook for Students and Supervisors.

Students are required to submit two bound hard copies and an electronic copy or CD Rom copy.