

Liverpool John Moores University

Title: MSC MARKETING DISSERTATION
Status: Definitive
Code: **7513MK** (103670)
Version Start Date: 01-08-2011

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

Team	Leader
Graham Padgett	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	20,000 word Dissertation.	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 managerial 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 the 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

Outline Syllabus

Students will have completed a module in Scientific 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.

References

Course Material	Book
Author	Aaker, D. A., Kuman, R., Day, G. S.,
Publishing Year	1995
Title	Marketing research
Subtitle	
Edition	5th ed
Publisher	Hoboken: Wiley & Sons.
ISBN	

Course Material	Book
Author	Argyrous, G.
Publishing Year	2005
Title	Statistics for Research with a Guide to SPSS
Subtitle	
Edition	2nd edition

Publisher	Sage Publications:London
ISBN	ISBN1412919487

Course Material	Book
Author	Coffey, A., Atkinson, P.,
Publishing Year	1997
Title	Making Sense of Qualitative Data
Subtitle	London: Sage
Edition	
Publisher	Gill, K., Johnson, P.,
ISBN	1997

Course Material	Book
Author	Hughes, J.,
Publishing Year	1980
Title	The philosophy of social research
Subtitle	
Edition	2nd ed.
Publisher	Harlow: Pearson Longman
ISBN	

Course Material	Book
Author	Pallant, J.
Publishing Year	2007
Title	SPSS Survival Manual
Subtitle	
Edition	3rd Edition
Publisher	Open University Press
ISBN	0335216404

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.