Activity Based Learning Project

Module Information

2022.01, Approved

Summary Information

Module Code	7526DIMMKT
Formal Module Title	Activity Based Learning Project
Owning School	Business and Management
Career	Postgraduate Taught
Credits	60
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dimensions International College Pte Ltd

Learning Methods

Learning Method Type	Hours
Tutorial	8

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	44 Weeks

Aims and Outcomes

Aims	This module provides one to one supervision to enable students to develop 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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Source and critically evaluate a body of academic literature relevant to the research problem or scenario.
MLO2	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.
MLO3	3	Draw evidenced conclusions and make realistic recommendations underpinned by both data and academic literature.
MLO4	4	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 problemSetting the terms of reference for the projectCritiquing the literatureConstructing the research data collection processProducing/interpreting coherent resultsWriting and reflecting throughout the whole process
Module Overview	
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)	Module Learning Outcome Mapping
Dissertation	15,000 word report	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts