

Marketing

Programme Information

2022.01, Approved

Overview

Programme Code	36474
Programme Title	Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Masters

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Science - MS240	N/A

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Part-Time, Face to Face	September	LJMU Taught	2 Years

Aims and Outcomes

Educational Aims of the Programme

Course Structure

Programme Structure Description

Teaching, Learning and Assessment

Teaching, Learning and Assessment

Programme Contacts

Programme Leader

Contact Name

Jack OFarrell

Link Tutor

Contact Name