



Module Specification

Work-Based Project

Version: 2023-24, v2.0, 25 May 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Work-Based Project

Module code: UMKDH6-45-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 45

ECTS credit rating: 22.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: Dissertation Research Methods 2023-24

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The purpose of the Work-Based Project is to enable students to pursue in-depth study of a particular marketing topic of their own choosing. The

syllabus is not, therefore, clearly defined in advance, but will be formulated by the student in response to a work-based problem or opportunity, with the support of the client, the supervisor and other relevant tutors. In order to be considered an appropriate project the student must identify:

An area of marketing theory that is relevant to the work-based problem

An application of this theory that addresses a problem, question or opportunity faced by an organisation

Part 3: Teaching and learning methods

Teaching and learning methods: This module is delivered through independent learning, with supervisors providing support, guidance and formative feedback in terms of both the dissertation topic and the academic research process. The dissertation is also supported by the co-requisite Dissertation Research Methods module, which will provide structured guidance on the research process, the requirements of a dissertation, specific research methods and the resources available to students. Students will normally have at least four formal meetings with their tutor over the period of the dissertation, although individual arrangements may be made.

Based on a project outline submitted as part of the Dissertation Research methods module, students will be allocated supervisors. The nature and frequency of contact will be negotiated between the student and the tutor. It is envisaged that this will usually involve an element of written feedback on draft work as well as synchronous interactions (either face to face or via communication media). The student will also have at least two meetings with the project client; an initial project scoping meeting and verbal presentation of the results.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate knowledge and understanding of a marketing topic

MO2 Design, implement and justify a work-based project

MO3 Based on academic theory, develop a conceptual framework that informs the definition of the project and its outcomes

MO4 Select and apply academic theory in the implementation of the project

MO5 Synthesise information (academic theory, client input, and commercial information) in the definition and implementation of the project

MO6 Critically evaluate their own project in the light of relevant theory

MO7 Communicate the results of the project as a written report and as a verbal presentation

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 450 hours

Total = 450

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdh6-45-m.html) via the following link <https://uwe.rl.talis.com/modules/umkdh6-45-m.html>

Part 4: Assessment

Assessment strategy: The assessment of this module will consist of three tasks:

(A1) The main assessment: The nature of the main assessment will vary according to the organisational problem being addressed. This will typically consist of a written report, such as a piece of marketing research, a feasibility study, a marketing plan or a marketing communications plan. However, it may involve the production of an artefact such as a website, a service blueprint or a set of marketing communications materials. The word limit of 10000 is therefore intended as a guide only.

(A2) The presentation: This will assess the student's ability to summarise the project outcomes and present them verbally to the client. The presentation will normally be

made to both the supervisor and the client, and the client may also invite other project stakeholders as appropriate. As with component A1, the nature and length of the presentation will vary according to the project, but will typically consist of a 30 minute oral presentation using appropriate visual aids.

(A3) The critical reflection: The format of this assessment will not vary. The main aim of this assessment is to explain, justify and evaluate the theoretical underpinnings of the project, to evaluate the success of the project and to make appropriate recommendations regarding any weaknesses identified. This will take the form a written report of 3000 words.

In determining the final mark for A1, the supervisor will consult the client. However, the final mark will be decided by the supervisor (in the case of A1, subject to the double marking process). In the case of a referral, the presentation may be made to the supervisor only.

Assessment components:

Written Assignment (First Sit)

Description: 3000 word critical reflection

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO6

Presentation (First Sit)

Description: Oral presentation of project outcomes

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO5, MO7

Report (First Sit)

Description: 10000 word written report or equivalent.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO7

Written Assignment (Resit)

Description: 3000 word critical reflection

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO6

Presentation (Resit)

Description: Oral presentation of project outcomes

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO5, MO7

Report (Resit)

Description: 10000 word written report or equivalent.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study: