



MODULE SPECIFICATION

ACADEMIC SERVICES

Part 1: Basic Data					
Module Title	Work-based Project				
Module Code	UMKDH6-45-M	Level	M	Version	1.1
UWE Credit Rating	45	ECTS Credit Rating	22.5	WBL module?	No
Owning Faculty	Business and Law	Field	Marketing, Events and Tourism		
Department	BBS, Business and Management	Module Type	Masters Dissertation		
Contributes towards	MSc Marketing, MSc Marketing Communications				
Pre-requisites	None	Co- requisites	UMKDH5-15-M Dissertation Research Methods		
Excluded Combinations	None	Module Entry requirements	None		
First CAP Approval Date	3 June 2015	Valid from	September 2015		
Revision CAP Approval Date	24 March 2016	Revised with effect from	September 2015		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of a marketing topic; (A1, A2 & A3) • Design, implement and justify a work-based project; (A1 & A2) • Based on academic theory, develop a conceptual framework that informs the definition of the project and its outcomes. (A3) • Select and apply academic theory in the implementation of the project; (A1) • Synthesise information (academic theory, client input, and commercial information) in the definition and implementation of the project; (A1 & A2) • Critically evaluate their own project in the light of relevant theory; (A3) • Communicate the results of the project as a written report and as a verbal presentation. (A1 & A2)
Syllabus Outline	<p>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:</p> <ol style="list-style-type: none"> i. A n area of marketing theory that is relevant to the work-based problem ii. An application of this theory that addresses a problem, question or opportunity faced by an organisation.
Contact Hours	<p>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</p>

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. The supervisor will be present at both of these meetings. Further contact with the client will may be negotiated by the student.

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.

Key Information Sets Information

Key Information Set - Module data				
Number of credits for this module				45
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
450	0	450	0	450

The table below indicates as a percentage the total assessment of the module which constitutes a -

- Written Exam:** Unseen written exam, open book written exam, In-class test
- Coursework:** Written assignment or essay, report, dissertation, portfolio, project
- Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Assessment of the module:	
Written assessment percentage	0%
Coursework assessment percentage	90%
Practical assessment percentage	10%
	100%

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the programme curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

Students will be directed towards the FBL study skills website as appropriate. Students will be encouraged to use Blackboard resources referred to in the module handbook. Students are not expected to purchase a core text for this module.

Indicative Reading List	Given the bespoke nature of the syllabus, a generic reading list is not appropriate. A list of Research methods textbooks is given in the co-requisite module <i>Dissertation Research Methods</i> (UMKDH5-15-M)
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Part 3: Assessment	
Assessment Strategy	<p>The assessment of this module will consist of three components.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>In determining the final mark for A1 and B1, 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.</p>

Identify final assessment component and element	A3 (Critical Reflection)	
% weighting between components A and B (Standard modules only)	A: 100%	B: 0
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 10000 word written report or equivalent.	60%	
2. Oral presentation of project outcomes	10%	
3. 3000 word critical reflection	30%	
Component B Description of each element	Element weighting (as % of component)	
1.n/a	0	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)

1. 10000 word written report or equivalent.	60%
2. Oral presentation of project outcomes	10%
3. 3000 word critical reflection	30%
Component B Description of each element	Element weighting (as % of component)
1.n/a	0
<p>If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.</p>	