



MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Promotion and Society				
Module Code	UMKDH7-15-M	Level	M	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Business and Law	Field	Marketing, Events & Tourism		
Department	BBS, Business and Management	Module Type	Standard		
Contributes towards	MSc Marketing, MSc Marketing Communications				
Pre-requisites	Principles of Marketing Communications	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	n/a		
First CAP Approval Date	3 June 2015	Valid from	September 2015		
Revision CAP Approval Date		Revised with effect from			

Review Date	September 2021
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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"> • Critique the role of promotion in today's society. • Develop an informed, independent view of promotion • Articulate their views in a convincing manner, supported by evidence • Critically evaluate the contribution and consequences of promotional practice, thought and ideology on society. • Develop an appreciation of alternative ways of thinking about promotion and its future contribution at the individual (consumer), organisational and societal level. • Be able to construct and verbally communicate a convincing argument
Syllabus Outline	<p>This module explores the role and influence of promotion in contemporary society from a critical perspective, recognising how promotion has shaped our understandings of identity and consumption. It encourages students, through critical observation and reasoned debate, to appreciate the ethical challenges of working within the promotional industry.</p> <p>The syllabus will explore key themes, concepts, theoretical debates and methods before examining current ethical dilemmas and contexts. Suggested topics will vary but may include</p> <ul style="list-style-type: none"> • The influence of promotion on society (history, development and regulation). • Understanding the promotional industry

	<ul style="list-style-type: none"> • Cross cultural perspectives on promotion • Methods for analysing and critiquing promotion • Promoting the Individual: political, corporate and celebrity. • Stereotyping in promotion: gender, ethnicity and class • Managing Promotions: The Business Case for ethical promotions • Topic of debate: smoking and E-cigarettes • Topic of debate: food and drink • Topic of debate: online gambling • Topic of debate: cosmetic procedures
Contact Hours	<p>The module will be delivered over twelve, two hour sessions or equivalent. Contact time will be a mixture of tutor and student led activities. Preparation and follow-up activities will become increasingly important as the module progresses (see Teaching & Learning)</p>
Teaching and Learning Methods	<p>Learning in the module is achieved through a combination of class-based activity, group-based activity and independent study. The weekly classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine some formal lecturing to introduce key debates with a focus on discussion and participative activities such as evaluating communications scenarios, exploring alternative perspectives and debating alternative positions.</p> <p>The sessions require a significant amount of preparation in advance by the students and consequently they are issued with a Module Handout detailing the overall aims of the module together with expected reading and questions to be addressed for each session. Resources such as the University Library as well as the study skills web pages will also aid learning.</p> <p>A specific feature of the module is the adoption of debates and discussion, to encourage students to build their understanding of the influence of promotion and to develop and express their opinions, both positive and negative, based on reading and research. The tutor will introduce the key themes through mini lectures and adopt the role of moderator in debates. Students will propose policy, state facts or explain and interpret the debate topics, providing a persuasive case.</p> <p>Scheduled learning includes lectures, seminars, tutorials, practical classes and workshops; supervised time in studio/workshop.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p>

Key Information Set - Module data				
Number of credits for this module				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	24	126	0	150

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:

Total assessment of the module:	
Written exam assessment percentage	
Coursework assessment percentage	
Practical exam assessment percentage	100%
	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's 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 curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively

Essential reading

The essential reading for the module comprises a selection of digitised reading from journals and specialist texts, made available on Blackboard.

(Note that the Module Handbook will have the most current details on reading strategy, so students are advised to check before proceeding to purchase)

Further reading

As well as the Essential Reading, students will be expected to read articles as directed by the tutor or as part of a self-learning strategy. These will be in journals electronically or physically available through the University Library such as "Journal of Advertising"; "International Journal of Advertising"; "Journal of Advertising Research"; "Journal of Marketing Communications". "Discourse & Society", "Advertising & Society, Students will also be expected to familiarise themselves with the latest developments through regular engagement with broadcast media and websites.

Indicative Reading List	<p>Davis, A. (2013), <i>Promotional Cultures, The Rise and Spread of Advertising, Public Relations, Marketing and Branding</i>, Polity Press</p> <p>Gamble, T. and Gamble, M. (2015) <i>The Public Speaking Playbook</i>, Sage</p> <p>Gill, R. (2007), <i>Gender and the Media</i>, Polity Press</p> <p>Hackley, C. and Hackley, R. (2015), <i>Advertising & Promotion</i>, Sage</p> <p>Jowett, G. and O'Donnell, V. (2012), <i>Propaganda & Persuasion</i>, Sage</p> <p>Maguire, J. and Matthews, J.(2013), <i>The Cultural Intermediaries Reader</i>, Sage.</p> <p>Tungate, M (2013), <i>Adland, A Global History of Advertising</i>, Kogan Page</p>
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Part 3: Assessment

Assessment Strategy	<p>The assessment for this module comprises one component (100%), which is a 20 minute video recorded persuasive speech.</p> <p>The presentation will focus on any one of the topics taught during the course.</p> <p>The assessment strategy is designed to assess student's ability to critically evaluate the contribution and consequences of promotional practice, thought and ideology on society.</p> <p>Specifically, the oral presentation will allow students to demonstrate their ability to critically assess and evaluate a current promotional issue, to develop an argument around the issue's impact on society and to articulate their views in a convincing manner, supported by evidence. The assessment will also, therefore, test students' skills in delivering arguments persuasively in an oral presentation.</p> <p>In addition, the educational experience may explore, develop, and practise, <u>but not formally discretely assess</u>, the following:</p> <ul style="list-style-type: none"> ▪ Effectiveness at working in groups as leader and member; ▪ Time management skills; ▪ Effectiveness at working independently; ▪ Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A: 100%	B:
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. A 20 minute oral presentation (individual Video presentation) of debate topic. Students will be provided with a choice of contemporary promotional issues and are required to research the topic and construct an argument in favour of or against the issue.	100%	
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. A 20 minute video recorded speech on a debate topic. Students will be provided with a choice of contemporary promotional issues and are required to research the topic and construct an argument in favour of or against the issue.	100%
Component B Description of each element	Element weighting (as % of component)
1.n/a	0
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.	