



Module Specification

Promotion and Society

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Contents

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

Part 1: Information

Module title: Promotion and Society

Module code: UMKDH7-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: Principles of Marketing Communications 2023-24

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: In addition to the learning outcomes, the educational experience may explore, develop, and practise, but not formally discretely assess, the following:

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.

This module encourages students, through critical observation and reasoned debate, to appreciate the ethical challenges of working within the promotional industry.

Outline syllabus: 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:

The influence of promotion on society (history, development and regulation)

Understanding the promotional industry

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

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

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.

Scheduled learning includes lectures, seminars, tutorials, practical classes and workshops; supervised time in studio/workshop.

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.

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.

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

MO1 Critique the role of promotion in today's society

MO2 Develop an informed, independent view of promotion

MO3 Articulate their views in a convincing manner, supported by evidence

MO4 Critically evaluate the contribution and consequences of promotional practice, thought and ideology on society

MO5 Develop an appreciation of alternative ways of thinking about promotion and its future contribution at the individual (consumer), organisational and societal level

MO6 Be able to construct and verbally communicate a convincing argument

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdh7-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkdh7-15-m.html>

Part 4: Assessment

Assessment strategy: The assessment for this module comprises one assessment task (100%), which is a 20 minute video recorded persuasive speech.

The presentation will focus on any one of the topics taught during the course.

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.

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.

Assessment tasks:**Presentation (First Sit)**

Description: Task 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.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: Task 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.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24