**ACADEMIC SERVICES**

## MODULE SPECIFICATION

| Part 1:  Basic Data | | | | | | |
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| Module Title | Project Management in a Marketing Context | | | | | |
| Module Code | UMMDJV-15-1 | | Level | 1 | Version | 1 |
| UWE Credit Rating | 15 | ECTS Credit Rating | 7.5 | WBL module? | No | |
| Owning Faculty | FBL | | Field | Operations and Information Management | | |
| Department | BBS: Business and Management | | Module Type | Standard | | |
| Contributes towards | BA (Hons) Marketing Communication Management | | | | | |
| Pre-requisites | None | | Co- requisites | None | | |
| Excluded Combinations | None | | Module Entry requirements | n/a | | |
| First CAP Approval Date | 1 June 2016 | | Valid from | September 2017 | | |
| Revision CAP Approval Date | | | Revised with effect from | | | |

| Part 2:  Learning and Teaching | |
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| Learning Outcomes | On successful completion of this module students will be able to:<br><br>1. understand the role of project managers in the context of marketing communications<br>2. apply and utilise tools and techniques to effectively manage projects in this context<br>3. apply techniques to manage projects in uncertainty<br>4. demonstrate how effective project management delivers value to the client |
| Syllabus Outline | • What is value? Multiple consumer perspectives of value<br>• Enterprise Images; what are the resources that are brought together to create value? [the firms and organisations you work with]<br>• Service delivery; managing the flow of value<br>• Service Quality; Parasuraman framework for Service Quality<br>• Project Management Introduction<br>• Managing projects under uncertainty<br>• Stakeholder management<br>• Tools and techniques for project management |
| Contact Hours | • In line with the tenets of 'flipped' classroom delivery, initial briefings, threshold concepts and supporting material will accessed online.<br><br>• Face to face contact time will total 36 hours and comprise of 6 hours per week across a six week period . Where ever possible, the majority of contact will take the form of workshops and small group teaching.<br><br>• In addition to face to face contact, ongoing contact will be maintained with |

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| | students through 'office hours' discussion boards on the University's virtual learning environment (VLEs) and other technology-aided means.<br><br>QAA guidance is available here http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/contact-hours.aspx |
| Teaching and Learning Methods | • In line with tenets of the 'flipped classroom' students will be expected to engage with independent learning both before and after attendance at any face to face taught session. Students will be guided to a range of online materials on the Blackboard VLE to prepare in advance of scheduled sessions as well as materials to consolidate learning in a post session environment.<br><br>• Scheduled learning will take place largely in an interactive environment where students will be encouraged to build upon their understanding of basic concepts by engaging in the development of more complex aspects of theory and practice using a range of online and offline resources.<br><br>• Using a task-focussed, problem-based approach, the delivery of the syllabus will be based around the development of extended projects or case studies on topics of interest or relevance to organisations within the sector. Within the context of a wider projects students might engage in a range of activities which include (but is not limited to) the production of shorter case study examples, group research activities and presentations.<br><br>• Scheduled teaching activity on this module over a 6 week period will account for 6 hours a week.<br><br>• Online logs or e-portfolios or other forms of recording will be used to record engagement and progress on the projects.<br><br>• In between scheduled sessions, students will be expected to work independently and in groups that will support their work toward their final assessment. This will account of the remainder of the hours allocated to this module.<br><br>**Scheduled learning** includes interactive learning sessions, seminars, practical classes and workshops; fieldwork; external visits; lectures.<br><br>**Independent learning** includes hours engaged with materials provided on the VLE, Library and internet searches, essential reading, case study preparation, assignment preparation and completion.. These sessions constitute an average time per level as indicated in the table below. |
| Key Information Sets Information | **Key Information Set - Module data**<br><br>*Number of credits for this module*      15<br><br>| Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours | |<br>|---|---|---|---|---|---|<br>| 150 | 36 | 114 | 0 | 150 | ✅ |<br><br>The table below indicates as a percentage the total assessment of the module which constitutes a -<br><br>**Written Exam**: Unseen written exam, open book written exam, In-class test |

| | **Coursework**: Written assignment or essay, report, dissertation, portfolio, project<br>**Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam<br><br>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: |
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| | <table><tr><td colspan="3">Total assessment of the module:</td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td colspan="3">Written exam assessment percentage</td><td>0%</td></tr><tr><td colspan="3">Coursework assessment percentage</td><td>100%</td></tr><tr><td colspan="3">Practical exam assessment percentage</td><td>0%</td></tr><tr><td></td><td></td><td></td><td>100%</td></tr></table> |
| Reading Strategy | Students will be encouraged to engage with a wide range of academic and practitioner literature. They will be encouraged to make full use of the print and electronic resources available to them through membership of the University which include (but are not limited to) a range of electronic journals and a wide variety of resources available through websites and information gateways.  The University Library web pages provide access to subject relevant resources and services and to the library catalogue.  Many of these 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.<br><br>In line with the 'flipped' philosophy, students will be directed to specific resources and expected to undertake essential reading prior to each session.<br><br>**Essential reading**<br>Students are expected to purchase or have open access to following text as it is considered core to the module:-<br><br>Newton, Richard (2007) Project Management step by step.: How to plan and run a highly successful project, Pearson London<br><br>**Further reading** – Students will also be actively encouraged to seek out and engage with additional reading and resources to supplement their knowledge.  A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge. |
| Indicative Reading List | **Books**<br><br>**Academic and Practitioner Journals**<br><br>International Journal of Project Management<br><br>Journal of Modern Project Management<br><br>Project Management Journal<br><br>European Journal of Advertising<br><br>European Journal of Marketing<br><br>Harvard Business Review<br><br>The Economist<br><br>Marketing<br><br>Campaign<br><br>**Other**<br><br>Any/all broadsheet newspapers |

| Part 3:  Assessment | |
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| Assessment Strategy | This assessment is expected to represent the cumulative learning of students over the course of this module. In this assessment, students will be expected to apply academic theory within a practice-based context to produce an actionable project management plan.<br><br>Students will be expected to work on aspects of their plan over the course of the module and record their work in a module e-portfolio, log or monitoring mechanism. During this time students will be given formative assessment feedback on the work generated within context of scheduled sessions. This may take a range of forms and includes (but is not limited to) direct questioning, peer assessment and feedback. Students will be encouraged to develop their skills as independent learners and will be encouraged to use formative assessment as a tool to track their own progress against module learning outcomes.<br><br>In response to a given set of deliverables, students will be required to produce a project management plan that demonstrates their ability and select the appropriate tools and techniques to manage a project effectively, given potential issues of uncertainty. They should also be able to demonstrate how effective project management can offer value to a client.<br><br>This piece of assessment has been identified as Component A as students will be required to keep a record of their assessment preparation in their module e-portfolio, log or monitoring mechanism. Proposals can then be evidenced on the basis of the students' own work using hyperlinks or direct references. |

| Identify final assessment component and element | Component A | |
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| | **A:** | **B**: |
| **% weighting between components A and B** (Standard modules only) | **100%** | **N/A** |

| **First Sit** | |
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| **Component A** (controlled conditions)<br>**Description of each element** | **Element weighting**<br>**(as % of component)** |
| 1.   Project Management Plan (2500 words) | 100% |
| **Component B**<br>**Description of each element** | **Element weighting**<br>**(as % of component)** |
| 1.   N/A | N/A |

| **Resit (further attendance at taught classes is not required)** | |
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| **Component A**  (controlled conditions)<br>**Description of each element** | **Element weighting**<br>(as % of component) |
| 1.   Project Management Plan (2500 words) | 100% |
| **Component B**<br>**Description of each element** | **Element weighting**<br>(as % of component) |
| 1.   N/A | N/A |
| 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. | |