Module Specification

Project Management in a Marketing Context

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

Contents

Part 1: Information

Module title: Project Management in a Marketing Context

Module code: UMMDJV-15-1

Level: Level 4

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

Delivery locations: Not in use for Modules

Field: Operations and Information Management

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

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: What is value? Multiple consumer perspectives of value

Enterprise Images; what are the resources that are brought together to create value? (the firms and organisations you work with)

Service delivery; managing the flow of value

Service Quality; Parasuraman framework for Service Quality

Project Management Introduction

Managing projects under uncertainty

Stakeholder management

Tools and techniques for project management

Part 3: Teaching and learning methods

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.

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.

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.

Scheduled teaching activity on this module over a 6 week period will account for 6 hours a week.

Online logs or e-portfolios or other forms of recording will be used to record engagement and progress on the projects.

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.

Scheduled learning includes interactive learning sessions, seminars, practical classes and workshops; fieldwork; external visits; lectures.

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.

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

MO1 Understand the role of project managers in the context of marketing communications.

MO2 Apply and utilise tools and techniques to effectively manage projects in this context.

MO3 Apply techniques to manage projects in uncertainty.

MO4 Demonstrate how effective project management delivers value to the client.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ummdjv-15-1.html

Part 4: Assessment

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.

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.

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.

This piece of assessment has been identified as Task 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.

Assessment components:

Written Assignment (First Sit)

Description: Project management plan (2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Project management plan (2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study: