Module Specification

Business Decision Making for Marketing and Events

Version: 2023-24, v4.0, 06 Feb 2023

Contents

Part 1: Information

Module title: Business Decision Making for Marketing and Events

Module code: UMCDN4-15-1

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: Frenchay Campus, Phenikaa University Vietnam, Taylors University, Villa College

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: None

Excluded combinations: Business Decision Making for Management 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will build upon the first semester module Marketing/Events in Society, and consider further the information required to understand, interrogate and act upon key data available to marketers and event organisers. Such data is invaluable in understanding diverse consumer groups, consumer trends, developing and testing new events, products and services, and their marketing, and evaluating

the impact of your activities, considering alternatives, and justifying the budgets to implement your marketing, event or broader business strategy.

Features: Not applicable

Educational aims: This module will introduce you to evidence-based decision-making in business, marketing and events, using numerical and qualitative data to analyse business scenarios, and justify strategic approaches.

The module will support you in developing analytical skills for business and developing skills that you will require when collecting your own primary data in your level 2 research project.

You will learn how to develop your findings into evidence-based recommendations and present them in both written form and orally.

You will also develop your teamworking and presentation skills as part of this module

Outline syllabus: You will cover:

Exploratory data analysis of quantitative data, summarising and illustrating data visually including changes over time

Thematic analysis of qualitative data and using that anlysis to suppport and/or explain the results of quantitative data analysis

Interpretation of the results of data analysis in order to provide evidence-based recommendations in a business scenario

Formatting and presenting the results of data analysis, subsequent interpretation and recommendations in a professional manner

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning

The module will comprise lectures, classroom tutorials and computer practicals and will make use of appropriate software to aid problem solving. Emphasis will be on the choice of analysis and on the interpretation and communication of results. Students will be encouraged to develop critical awareness, intuition and interpretive skills in the application of quantitative decision making procedures.

Independent learning

Includes hours engaged in prescribed reading, problem solving and in assignment preparation and completion. To prepare for assessment, students are expected to undertake self-directed learning in addition to the directed learning which supports taught classes.

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

MO1 Show a detailed knowledge and understanding of the basic concepts of evidence-based decision making

MO2 Identify, perform, and draw conclusions from appropriate techniques to analyse data

MO3 Apply appropriate software to aid data analysis and problem solving

MO4 Demonstrate an ability to use evidence based decision-making in addressing real world, practice-relevant issues in the field of marketing and events management

MO5 Demonstrate an ability to present the results and findings of data analysis in an appropriate and effective way

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/umcdn4-15-1.html

Part 4: Assessment

Assessment strategy: The assessment has two elements:

Task 1 - A set individual exercise using Excel to perform calculations and produce visualisations based upon a provided numerical data set which are then professionally presented with appropriate supporting narrative in a Word document (50% of the marks)

Task 2 - Contribute to and deliver a group presentation of recommendations based upon the data analysis and feedback from Task 1 that further develops that analysis including consideration of a provided qualitative data set (50% of the marks)

Assessment components:

Set Exercise (First Sit)
Description: Students will be asked to complete calculation and visualisation tasks using Excel and to present the results with appropriate supporting narrative professionally in a Word document.

This part of the assessment will provide the foundation needed to complete the second part of the assessment satisfactorily.
Weighting: 50 %
Final assessment: No
Group work: No
Learning outcomes tested: MO2, MO3

Presentation (First Sit)

Description: A 15-minute group presentation followed by questions.

This task will be based upon and develop the analysis undertaken for Task 1

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4, MO5

Set Exercise (Resit)

Description: Students will be asked to complete calculation and visualisation tasks using Excel and to present the results with appropriate supporting narrative professionally in a Word document.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Presentation (Resit)

Description: A 15-minute individual recorded presentation to include a reflection on group work.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management [Phenikaa] BA (Hons) 2023-24

Marketing [Frenchay] BA (Hons) 2023-24

Business and Events Management [Frenchay] BA (Hons) 2023-24

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23