



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Specialised Marketing Practice		
Module Code	UMKDGJ-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Marketing		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>Marketing is a diverse practice, with numerous specialisms, some of which students can explore through this practice-orientated final year module. The module allows students to choose from a variety of marketing specialisms, which will be updated annually according to emerging specialities and the expertise of faculty staff.</p> <p>Lectures will focus on building upon the theory learned across previous marketing modules, and applying these to the chosen specialism. In tutorials, you will apply these theories and models in the development of a marketing plan for an organisation representing your chosen specialism.</p> <p>In this module you will cover:</p> <ul style="list-style-type: none"> <li>• At least one chosen specialism in marketing, from the selection available in that academic year</li> <li>• Alternative marketing theory and contextualised factors relevant to the specialised area, and critical evaluation of these</li> <li>• The range of marketing theories, tools and techniques encountered across your degree, bringing them together in this capstone module, where appropriate</li> <li>• Marketing strategy tools and techniques</li> </ul>

### Part 3: Assessment

The assessment is designed to provide an opportunity to reflect critically on both marketing planning concepts and their implications for business practice with a specialised area, and the student's own development with respect to practice.

Component A is a group reflective presentation of how the varying applications contexts can help student develop their application of theory into practice (500 words), 25%

Component B is a written assignment, consisting of a report focussed on the Application of Marketing planning principles in to a specialist marketing area (2500 words) 75%,

Formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regard to developing thinking and working with the assessment criteria. This is via a series of Portfolio based tutorial activities which encourage and allow students to progress systematically towards their assessment task. The assessment criteria are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.

Identify final timetabled piece of assessment (component and element)	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>25%</b>	<b>75%</b>

#### First Sit


<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Group reflective presentation 500 words)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Written assignment (individual report 2500 words)	100%

#### Resit (further attendance at taught classes is not required)

<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Reflective essay (500 words)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Written assignment (report 2500 words,	100%

### Part 4: Teaching and Learning Methods

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Apply effective strategic and tactical methodologies, tools and techniques to marketing specialism (Component B)</li> <li>• Critically evaluate alternative marketing practices and theory from a business perspective (Component A)</li> <li>• Explore emergent marketing ideas and applications, clearly understanding the links and gaps between scholarship and practice (Component A and Component B)</li> <li>• Integrate and evaluate information and learning from a range of different sources better to understand and explore the complex nature of marketing (Component B)</li> <li>• Summarise, justify and present strategic and tactical marketing recommendations for a chosen organisation in an appropriate proposal format (Component B)</li> </ul>
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	<p>Module delivery will be based on an average of 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks. This will consist of formal lectures on core syllabus concepts, and seminars for the exploration and application of core concepts in specialist discipline areas.</p> <p>Tutorials will focus on a range of specialisms, and students will choose which to focus upon, allowing students to apply key Marketing principles to an organisation of their choice within that specialist sector. Tutorial activities will contribute towards a Portfolio journal which will also lead the students towards completion of the report.</p>																																			
<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p>	<table border="1" data-bbox="518 551 1430 940"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <div style="text-align: right; margin-top: 10px;">  </div> <table border="1" data-bbox="628 1003 1323 1240" style="margin-top: 20px;"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">75%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">25%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	<b>Key Information Set - Module data</b>					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	75%	Practical exam assessment percentage	25%		100%
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<p>Reading List</p>	<p><b>Reading Strategy</b></p> <p>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. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p><b>Link to Reading List:</b>  <a href="https://uwe.rl.talis.com/lists/F803C5A0-76AC-D66E-520E-6EA66D0ACA8B.html?draft">https://uwe.rl.talis.com/lists/F803C5A0-76AC-D66E-520E-6EA66D0ACA8B.html?draft</a></p>																																			

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First CAP Approval Date	15 <sup>th</sup> December 2016 Version 1 <a href="#">link to the RIA</a>			
Revision <b>ASQC</b> Approval Date <i>Update this row each time a change goes to ASQC</i>	28 June 2018	Version	2	<a href="#">Link to RIA</a>