



MODULE SPECIFICATION

Part 1: Information			
Module Title	Introductory Research Project (Marketing and Events)		
Module Code	UMCDMB-15-2	Level	2
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	15
Faculty	Business and Law	Field	Business and Management Cross Disciplinary
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Business and Events Management, BA(Hons) Business Management with Marketing, BA(Hons) Marketing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	UMCDMA-15-2, UMCDMD-15-2		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>The module allows students to build upon their knowledge and skills in Research Methods by applying the principles and practices of organisational enquiry to a real world business issue. This small-scale project relies upon students negotiating access to a small, usually local, company, and using a mixed methods research approach to explore the process of using both qualitative and quantitative research methods in business.</p> <p>With a few notable exceptions, students are free to conduct research on topic areas throughout marketing and events, but choosing a topic relevant to your degree will support final year projects.</p> <p>Teaching and learning methods will support students across the diversity of approaches and methods they may have used, through the process of gathering data, and writing up a Research Report to present to both the faculty and their client.</p> <p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> • Agreeing a mixed methods organisational enquiry project in response to feedback from your individual assessments in the Research Methods module • Negotiating access to organisations and research participants • Applying the principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation • Applying the principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation • Using research results to develop recommendations for business practice • Ethics of organisational enquiry • Writing effective reports for a business audience

Weekly one-hour lectures will focus upon the data gathering, analysis, report writing and interpretation, while 2 hour tutorials will provide an opportunity for students to work in groups, and then alone, in analysing and presenting their data, and writing their research project. The project will be constrained (through approval of the proposal in the previous module) to be a small, mixed methods project on a very specific issue. Staff will support students in analysing their data in computer labs using appropriate software, such as SPSS, NVivo, Excel – and introduction of appropriate tools in Word to handle a large project.

Part 3: Assessment

Students will work in groups to agree a small, defined research proposal that will be signed off by staff (including ethical approval) before the group conduct the research within an organisation that they previously identified and negotiated access with. Typically, the assessment for this module will be based upon ideas developed and assessed in the sister module, Research Methods for Marketing and Events, and reviewed with students at the start of this module. Students who have not completed Research Methods for Marketing and Events (UMCDM9-15-2) will be supported to create a new group or to join an existing group. Following formative feedback on the proposals, students will then write up the research individually with a personal reflection on their research skills

Component A Research Report and Reflection (3250 words)

The submission will include a 2500 word individual Research Report of the project, and a 750 word personal Reflective Review of the project.

The report section will outline the research rationale and methods, individually analysing the data gathered as a group, and interpreting this to produce recommendations to address the business issue. The personal Reflective Review of the project will consider what the student has learned over the module, how this may impact on future research opportunities, and their own performance as a researcher.

Identify final timetabled piece of assessment (component and element)		Component A	
% weighting between components A and B (Standard modules only)		A:	B:
		100%	
First Sit			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Research report (2500 words) and Reflective review (750 words)		100%	
Component B Description of each element		Element weighting (as % of component)	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Research report (2500 words) and Reflective review (750 words)		100%	
Component B Description of each element		Element weighting (as % of component)	
Part 4: Teaching and Learning Methods			
Learning Outcomes	On successful completion of this module students will be able to: <ul style="list-style-type: none"> Apply knowledge of enquiry and research methodologies, methods and analytical techniques to a real-world business issue (component A) 		

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First CAP Approval Date	15 December 2016 - Version 1 - link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	30 May 2019	Version	2	link to RIA