Module Specification

Introductory Research Project (Marketing and Events)

Version: 2021-22, v2.0, 08 Jul 2021

Contents

Part 1: Information

Module title: Introductory Research Project (Marketing and Events)

Module code: UMCDMB-15-2

Level: Level 5

For implementation from: 2021-22

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, Villa College

Field: Business and Management Cross-Disciplinary

Module type: Standard

Pre-requisites: None

Excluded combinations: Introductory Business Research Project (Business, International and Management) 2021-22, Introductory Research Project (Accounting, Economics and Finance) 2021-22

Co-requisites: Research Methods for Business 2021-22, Research Methods for Marketing and Events 2021-22

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: The 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.

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.

Outline syllabus: The curriculum content for this module covers:
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

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

Weekly one hour lectures will focus upon the creation of research instruments, data gathering, data analysis, report writing and interpretation, while 2 hour tutorials will provide an opportunity for students to work in groups to collect, analyse and present their data and write up a research report. 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.

Module Learning outcomes:

MO1 Apply knowledge of enquiry and research methodologies, methods and analytical techniques to a real-world business issue

MO2 Undertake research, including the ability to identify and define problems and plan, timetable and execute a realistic enquiry design

MO3 Present a research rationale, research instruments, data, analysis, findings and conclusions

MO4 Formulate reasoned solutions and make practical recommendations as a result of the research undertaken

MO5 Critically reflect on self-and-peer practice and contribution during the research process

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/index.html

Part 4: Assessment

Assessment strategy: 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, and formative feedback on the data collection and analysis, students will then write up the research research as a group, with a self-and-peer reflection on their practice and contribution during the research process.

Component A Research Report (2500 words)
As a group students will outline the research rationale and methods, creation of research instruments, and data analysis and presentation of findings in order to produce a set of recommendations that address the business issue.

Component A Self-and-Peer Assessment (scoring grid with brief rationale against 5 criteria)
Students will collaboratively grade themselves and each other against 5 key criteria on contributions to the research process and report.

Referral Assessment
Component A Research Report (2500 words)
Students will individually outline the research rationale and methods, creation of research instruments, and data analysis and presentation of findings in order to produce a set of recommendations that address the business issue.

Component A Critical Self-Reflection (750 words)
Critical self-reflection on individual development and practice during the research process.

Assessment components:

Report - Component A (First Sit)
Description: Research report (2500 words)
Weighting: 75 %
Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Group work - Component A (First Sit)

Description: Self-and-peer assessment

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO5

Report - Component A (Resit)

Description: Research report (2500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Reflective Piece - Component A (Resit)

Description: Critical self-reflection on development and practice during research
process.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20