



Module Specification

Management Skills for Marketing and Events

Version: 2023-24, v2.0, 18 Jul 2023

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Part 1: Information

Module title: Management Skills for Marketing and Events

Module code: UMPDM6-15-2

Level: Level 5

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

Field: Human Resource Management

Module type: Module

Pre-requisites: None

Excluded combinations: Global Management Skills 2023-24, Management Skills (Business and Management) 2023-24, Management Skills for Business and Law 2023-24

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: The aim of the module is to provide students with an opportunity to understand and practice some of the skills that are necessary for effectively

managing people in the workplace for future line managers in a Marketing and Events context. This module will begin to provide students with the skills and knowledge to become an effective future managers of people.

In particular, the module will focus on interviewing, reviewing performance, conducting negotiations and delivery of training in the context of marketing, events and broader business.

Outline syllabus: Workshop 1 – Introduction

Workshop 2 – Interviewing Skills and Preparation

Workshop 3 – Interviewing Practical

Workshop 4 – Interviewing Practical

Workshop 5 – Reviewing Performance Preparation

Workshop 6 – Reviewing Performance Practical

Workshop 7 – Negotiation Preparation

Workshop 8 – Negotiation Practical

Workshop 9 – Training Preparation

Workshop 10 – Training Practical

Workshop 11 – Training Practical

Part 3: Teaching and learning methods

Teaching and learning methods: The skills workshops are designed to help students to learn and develop the skills, which will assist them in the applications for placements and graduate jobs and in managing and developing their own careers.

The module is organised thematically with each week's teaching contributing to the understanding of a fundamental managing people skill. The combination of preparation sessions containing the relevant theory and practical sessions involving role-plays, will ensure that students get the opportunity to apply and practice the relevant skills and are made aware of the linkages from theory to 'real-life' application. The integration of placements preparation as a strand of activity will not only assist in the placement application process but also develop students'

awareness of the organisational context of HRM via employer engagement.

Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week. This will consist of:

A 2 hour 'essential management skills' workshop involving preparation workshops and practical workshops.

A 1 hour employability/graduate careers session to aid preparation for placement application, promote early career planning and introduce students to placement and wider employability opportunities (including through employer presentations).

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

MO1 Demonstrate understanding of, and define good practice in the management of people, demonstrating the ability to compare and contrast theory and practice

MO2 Develop competence and self-awareness of their own strengths and weaknesses in a range of people management and employability skills including interviewing, conducting performance reviews, negotiating and training, and develop strategies for further development

MO3 Demonstrate the meaning of acquired skills in the context of careers and placements associated with the study of Business and Management degree pathways, of those skills most valued by graduate employers and how these skills are developed in their studies and other contexts

MO4 Recognize and define their own skills, qualities and attributes (for example, in a high quality graduate CV or interviews) in a way which is meaningful to employers, to identify and analyse areas of personal development required

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/umpdm6-15-2.html>

Part 4: Assessment

Assessment strategy: The assessment strategy adopted on this module is designed to assess students' critical understanding of the theoretical and applied dimensions of managing people and their reflective understanding of the skills required in managing people. Opportunities for formative assessment and interim feedback, including peer feedback, for example, in the skills workshops, are built into module delivery.

There are two tasks to the summative assessment for this module.

PORTFOLIO:

'Employability' portfolio' reflecting the completion of in-class activities relating to the employability stream of the module related to students' future career plan in relation to their discipline of Marketing and Events Management.

REFLECTIVE PIECE: This has four tasks:

Skills workshop portfolio consisting of activities undertaken in preparation for and reflective exercises subsequent to the weekly workshops based on each of the management skills:

Interviewing

Reviewing performance of others

Negotiating at work

A training plan and evaluation document

Assessment tasks:

Portfolio (First Sit)

Description: Employability portfolio (nominally 1500 words max)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Reflective Piece (First Sit)

Description: Skills development evidence (maximum 2500 words)

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Portfolio (Resit)

Description: Resubmission of portfolio

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Reflective Piece (Resit)

Description: Skills development evidence (maximum 2500 words)

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing {Dual} [Taylors] BA (Hons) 2022-23

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2022-23

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Marketing [Frenchay] BA (Hons) 2022-23

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

Business Management with Marketing [Villa] BA (Hons) 2022-23

Business Management and Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2022-23

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2022-23

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2022-23

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

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] -
Withdrawn BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Business Management and Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] -
Withdrawn BA (Hons) 2021-22