



MODULE SPECIFICATION

| Part 1: Information | | | |
|---------------------------|--|--------------------|--|
| Module Title | Research Methods for Marketing and Events | | |
| Module Code | UMCDM9-15-2 | Level | Level 5 |
| For implementation from | 2020-21 | | |
| UWE Credit Rating | 15 | ECTS Credit Rating | 7.5 |
| Faculty | Faculty of Business & Law | Field | Business and Management Cross-Disciplinary |
| Department | FBL Dept of Business & Management | | |
| Module type: | Standard | | |
| Pre-requisites | Business Decision Making for Management 2020-21, Business Decision Making for Marketing and Events 2020-21 | | |
| Excluded Combinations | Research Methods for Business (Accounting, Economics and Finance) 2020-21, Research Methods for Business 2020-21 | | |
| Co- requisites | None | | |
| Module Entry requirements | None | | |

| Part 2: Description | |
|---|--|
| <p>Educational Aims: Drawing on illustrative examples relating to marketing and events, this module prepares students for their final year research module by equipping them with the knowledge, understanding, and skills required to evaluate the quality of research, and design robust research.</p> <p>The students will journey through the research process collaboratively to develop a proposal for applied research. This topic may then be carried into research conducted in the sister module 'Introductory Research Project'. With a few notable exceptions, students are free to prepare a research proposal from topic areas throughout marketing and events.</p> <p>The collaborative nature of the module provides the students with an opportunity to develop their interpersonal and team working skills, and the module provides the students with an opportunity to reflect on the contribution of their self- and peers to the successful completion of the research proposal. An individual reflection provides the students with an opportunity to discuss the challenges and benefits of collaboration and the learning gained from the module when working on future research projects.</p> <p>Outline Syllabus: The curriculum content for this module covers:</p> <ul style="list-style-type: none"> Developing a research question, aim, and objectives Research philosophy Qualitative, quantitative, and mixed method research | |

STUDENT AND ACADEMIC SERVICES

Sampling

Reliability and validity

Critically reviewing literature

Conducting ethical research

Writing a research proposal

Reflective writing

Underpinning skills sessions will address the following related syllabus:

Effectively utilise UWE IT and library systems, identifying and accessing a variety of resources both in print and electronically.

Constructively interpret, evaluate and critique the available evidence-base, identifying strengths and weaknesses in design, technique, analysis and conclusions.

Effectively comprehend and demonstrate the principles and practices of enquiry project design.

Identify, select and defend methods and techniques of data collection appropriate for enquiry in a specific field of study, and specify and defend their relevance to a specific research question.

Demonstrate awareness of issues relating to the rights of other researchers, of research subjects and of others who may be affected by research or other form of organisational enquiry.

Demonstrate effective project planning skills.

Demonstrate effective academic and applied writing and editing skills.

Teaching and Learning Methods: Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week. With a combination of lectures to guide students through the research process, and tutorials where students will develop their understanding by applying the learning from their lectures to scenario-based activities/the development of their own research projects.

The lectures will take students through the stages of the research process for business and management. Tutorials will embed the learning taught in the lectures. Statistical knowledge will be advanced through SPSS training.

Students will be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. In addition a number of e-learning resources will also be used:

The MySkills Study Skills website at <http://www.uwe.ac.uk/library/resources/hub/>

iSkillzone <http://iskillzone.uwe.ac.uk>

Learn Higher

Espresso Maths <http://www.cems.uwe.ac.uk/mslc/>

Part 3: Assessment

The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module.

Students will form groups and choose a real world research topic to investigate.

STUDENT AND ACADEMIC SERVICES

Component A – Group Research Proposal

Element A1 – Mini Literature Review, aim, and objectives 600 words (20%)

Students will work in groups to produce a mini literature review, aim and objectives for a research proposal. Groups should use the formative feedback they receive for this assessment to revise their literature review, aim, and objectives for the research proposal.

Element A2 – Self- and Peer Assessment (10%) Students will collaboratively grade each other on their contribution to A1 and A3.

Element A3 - Group Research Proposal 2500 word (50%)

Building on learning from element A1, groups will develop a research proposal based on the literature review, aim, and objectives.

Element A4 Individual reflection (500 words) (20%)

Alongside the group proposal, students will also submit an individual reflection on the challenges and benefits of working in a team, how collaborating has helped them to become supportive team players, and on the learning most valuable for working together as a team.

| First Sit Components | Final Assessment | Element weighting | Description |
|----------------------------------|------------------|-------------------|---|
| Written Assignment - Component A | ✓ | 50 % | Group Research Proposal (2500 words) |
| Written Assignment - Component A | | 20 % | Group Mini Literature Review, Aim, and Objectives (600 words) |
| Reflective Piece - Component A | | 20 % | Individual Reflection (500 words) |
| Group work - Component A | | 10 % | Group Self- and Peer Assessment |
| Resit Components | Final Assessment | Element weighting | Description |
| Written Assignment - Component A | ✓ | 100 % | Individual proposal (1500 words) and reflection (250 words) |

Part 4: Teaching and Learning Methods

| | | |
|-------------------|---|------------------|
| Learning Outcomes | On successful completion of this module students will achieve the following learning outcomes: | |
| | Module Learning Outcomes | Reference |
| | Apply information and evaluation skills to write a critical literature review and develop a research aim and objectives | MO1 |
| | Apply understanding of research design and ethics to write a robust and ethical research proposal | MO2 |
| | Reflect critically on performance and/or development | MO3 |
| Contact Hours | Independent Study Hours: | |
| | Independent study/self-guided study | 114 |
| | Total Independent Study Hours: | 114 |

STUDENT AND ACADEMIC SERVICES

| | | |
|--------------|--|-----|
| | Scheduled Learning and Teaching Hours: | |
| | Face-to-face learning | 36 |
| | Total Scheduled Learning and Teaching Hours: | 36 |
| | Hours to be allocated | 150 |
| | Allocated Hours | 150 |
| Reading List | <p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/index.html</p> | |

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20
 Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20
 Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20
 Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2019-20
 Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20
 Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20
 Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20
 Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2019-20
 Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2019-20
 Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2019-20
 Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2019-20
 Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2019-20
 Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20
 Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20
 Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20
 Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20
 Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20
 Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19
 Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19
 Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19
 Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19
 Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19
 Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19
 Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19
 Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19