



## **Module Specification**

### **Research Methods for Marketing and Events**

Version: 2023-24, v5.0, 14 Jun 2023

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## Part 1: Information

**Module title:** Research Methods for Marketing and Events

**Module code:** UMCDM9-15-2

**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

**Delivery locations:** Not in use for Modules

**Field:** Business and Management Cross-Disciplinary

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Research Methods for Business (Accounting, Economics and Finance) 2023-24, Research Methods for Business 2023-24

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Pre-requisites: students must take one of UMCDN3-15-1 Business Decision Making for Management or UMCDN4-15-1 Business Decision Making for Marketing and Events

**Features:** Not applicable

**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.

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.

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.

**Outline syllabus:** The curriculum content for this module covers:

Developing a research question, aim, and objectives

Research philosophy

Qualitative, quantitative, and mixed method research

Sampling

Reliability and validity

Critically reviewing literature

Conducting ethical research

Writing a research proposal

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.

### **Part 3: Teaching and learning methods**

**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/>

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

**MO1** Apply information and evaluation skills to write a critical literature review and develop a research aim and objectives

**MO2** Apply understanding of research design and ethics to write a robust and ethical research proposal

**MO3** Reflect critically on performance and/or development

**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](http://readinglists.uwe.ac.uk) via the following link <https://uwe.rl.talis.com/index.html>

## Part 4: Assessment

**Assessment strategy:** 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.

### Group Research Proposal

Task 1 – Mini Literature Review, aim, and objectives 600 words (25%)

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.

Task 2 – Self- and Peer Assessment (25%) Students will collaboratively grade each other on their contribution to A1 and A3.

Task 3 - Group Research Proposal 2500 word (50%)

Building on learning from Task 1, groups will develop a research proposal based on the literature review, aim, and objectives.

### Referral assessment -

Task 1 - Individual literature review, aim and objectives (600 words)

Students will individually conduct a mini-literature review on topic of their choice, with relevant aim and objectives derived from literature synthesis.

Task 2 - Critical self-reflection (750 words)

Students will critically reflect on individual development and practice during the research process.

Task 3 - Individual research proposal (2500 words)

Students will individually creates a research proposal that covers literature, aim/objectives, research design and limitations

**Assessment components:**

**Written Assignment (First Sit)**

Description: Group Mini Literature Review, Aim, and Objectives (600 words)

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1

**Reflective Piece (First Sit)**

Description: Group Self- and Peer Assessment

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO2

**Report (First Sit)**

Description: Group Research Proposal (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO3

**Written Assignment (Resit)**

Description: Individual literature review, research aim and objectives (600 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

**Reflective Piece (Resit)**

Description: Self and peer assessment reflection

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

### **Report (Resit)**

Description: Individual research proposal

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing [Frenchay] BA (Hons) 2022-23

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

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

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

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

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

Marketing Communications [Sep][SW][Frenchay][4yrs] 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 [Jan][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [May][SW][Villa][4yrs] 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][SW][Frenchay][5yrs] BA (Hons) 2021-22

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

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

Marketing Communications {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