UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Research Methods for Marketing and Events		
Module Code	UMCDM9-15-2	Level	2
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Business and Management Cross Disciplinary
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Marketing, BA(Hons) Business Management with Marketing, BA(Hons) Business and Events Management		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	UMCDM8-15-2, UMADMJ-15-2		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description

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. 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.

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
- 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.

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 http://www.learnhigher.ac.uk/Students.html
- 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.

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.

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 (250 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.

Identify final timetabled piece of assessment (component and element)	Component A3	

	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A Description of each element	Element weighting (as % of component)
1. Group Mini Literature Review, Aim, and Objectives (600 words)	20%
2. Group Self- and Peer Assessment	10%
3. Group Research Proposal (2500 words)	50%
4. Individual Reflection (250 words)	20%

Component B Description of each element	Element weighting (as % of component)
n/a	

Resit (further attendance at taught classes is not required)

Component A Description of each element	Element weighting (as % of component)
1. Individual proposal (2500 words) and reflection (250 words)	100%

Component B Description of each element	Element weighting (as % of component)
n/a	

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to: • Apply information and evaluation skills to write a critical literature review and develop a research aim and objectives (A1) • Apply understanding of research design and ethics to write a robust and ethical research proposal (A3) • Reflect critically on performance and/or development (A2, A4)
Key Information Sets Information (KIS)	**Key Information Set - Module data** *Number of credits for this module* 15

Hours to be allocated	Scheduled learning and teaching	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	

Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a;
	Written Exam: Unseen or open book written exam
	Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
	Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading List	The reading list for this module is the same as for the Research Methods module, and is available online at https://uwe.rl.talis.com/lists/E61A94DE-2DE4-546F-58B4-4FE4BF5874FA.html . This will be updated annually.

ACADEMIC SERVICES

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First CAP Approval Date	15 December 2016 - Version 1 -	link to RIA		
Revision ASQC Approval Date	30 May 2019 August 2019 September 2019	Version	2 2.1 3	link to RIA link to RIA link to RIA