



MODULE SPECIFICATION

Part 1: Information			
Module Title	Marketing Dissertation and Research Methods		
Module Code	UMKDPY-60-M	Level	60
For implementation from	September 2019		
UWE Credit Rating	60	ECTS Credit Rating	30
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	MSc Marketing, MSc Marketing Communications		
Module type:	Masters dissertation		
Pre-requisites	None		
Excluded Combinations	UMKDRA-60-M Work-based Project and Research Methods		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>The research methods element of this module is delivered through a series of workshops and assessed by a 2000-word proposal. Based on their choice of topic and staffing constraints, students will be allocated supervisors. The nature and frequency of contact will be negotiated between the student and the tutor. It is envisaged that this will usually involve an element of written feedback on draft work as well as synchronous interactions (either face to face or via communication media). Students will normally have at least four formal meetings with their tutor over the period of the dissertation, although individual arrangements may be made</p> <p>The Research Methods Workshops will provide structured guidance on the research process, the requirements of a dissertation, specific research methods and the resources available to students. The remainder of the module is delivered through independent learning, with supervisors providing support, guidance and formative feedback in terms of both the dissertation topic and the academic research process.</p> <p>The purpose of the Dissertation is to enable students to pursue in-depth study of a particular marketing topic of their own choosing. The syllabus is not, therefore, clearly defined in advance, but will be formulated by the student with the support of the supervisor and other relevant tutors. In order to be considered a marketing dissertation, the student must identify:</p> <ol style="list-style-type: none"> i. A body of academic literature that is relevant to the topic ii. An application of this literature to marketing thought or professional practice <p>It should be stressed that the body of literature need not be labelled as marketing, but the application must be relevant to theory or practice of marketing.</p> <p>For the MSc Marketing Communications, it is required that that the application would be a communications problem or issue.</p>	

<p>The educational experience may explore, develop, and practise, <u>but not formally discretely assess</u>, the following:</p> <ul style="list-style-type: none"> • Oral presentation, communications and negotiation skills through a supervision process; • Time management skills; • Effectiveness at working independently with the minimum of guidance; • Reflection on own learning; • Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information. • Recognise and address ethical issues in research 		
Part 3: Assessment		
<p>Assessment will be by means of a single dissertation. This dissertation will involve investigating an issue of relevance to marketing. This will normally involve the collection of primary data, but this not mandatory. Students will be required to frame their investigation and its results in terms of a clearly identified area of academic literature.</p>		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2000-word proposal	10%	
2. 15000 – 20000 word Dissertation	90%	
Component B Description of each element	Element weighting (as % of component)	
N/A		
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 15000 – 20000 word Dissertation	100%	
Component B Description of each element	Element weighting (as % of component)	
N/A		
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Develop a set of protocols for working with project stakeholders (i.e. supervisor and other interested parties) • Define an academic research project to address specified objectives • Based on academic literature, develop a conceptual framework that informs the definition of the research project and its outcomes. • Critically evaluate their own research and that of others and form judgements on its suitability for dealing with the selected context; • Develop and justify recommendations for further, related research; 	

	<ul style="list-style-type: none"> Communicate ideas, information and arguments in a clear, organised, and well-presented written document. 																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">60</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">600</td> <td style="text-align: center;">18</td> <td style="text-align: center;">582</td> <td style="text-align: center;">0</td> <td style="text-align: center;">600</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									60	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	600	18	582	0	600
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p>																									
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Reading List	<p>The reading list are different for the Full time and Part-time (blended-learning) variants. The list can be can be found at:</p> <p>Full time reading list</p> <p>Part-time (blended learning) Reading list</p>																									

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First Approval Date (and panel type)	6 March 2019 ASQC link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>2</i>	<i>Link to RIA</i>