



MODULE SPECIFICATION

Part 1: Information			
Module Title	Work-based Project and Research Methods		
Module Code	UMKDRA-60-M	Level	M
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	UMKDPY-60-M Marketing Dissertation 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 during semester 2. The Work-based project element 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. Students will normally have at least four formal meetings with their tutor over the period of the project, although individual arrangements may be made.</p> <p>Based on the nature of the project, 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). The student will also have at least two meetings with the project client; an initial project scoping meeting and verbal presentation of the results. The supervisor will be present at both of these meetings. Further contact with the client will be negotiated by the student.</p> <p><u>Syllabus Outline</u></p> <p>The purpose of the Work-Based Project 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 in response to a work-based problem or opportunity, with the support of the client, the supervisor and other relevant tutors. In order to be considered an appropriate project the student must identify:</p> <ol style="list-style-type: none"> i. A n area of marketing theory that is relevant to the work-based problem <ul style="list-style-type: none"> An application of this theory that addresses a problem, question or opportunity faced by an organisation

Part 3: Assessment		
The assessment of this module will consist of four components:		
<p>(A1) The proposal: A research proposal based on the brief provided by the client. The 2000-word limit is intended as a guide only, as the length and nature of the proposal will vary depending on the type of project.</p> <p>(A2) The main assessment: The nature of the main assessment will vary according to the organisational problem being addressed. This will typically consist of a written report, such as a piece of marketing research, a feasibility study, a marketing plan or a marketing communications plan. However, it may involve the production of an artefact such as a website, a service blueprint or a set of marketing communications materials. The word limit of 10000 is therefore intended as a guide only.</p> <p>(A3) The presentation: This will assess the student's ability to summarise the project outcomes and present them verbally to the client. The presentation will normally be made to both the supervisor and the client, and the client may invite other project stakeholders as appropriate. As with component A1, the nature and length of the presentation will vary according to the project, but will typically consist of a 30-minute oral presentation using appropriate visual aids.</p> <p>(A4) The critical reflection: The format of this assessment will not vary. The main aim of this assessment is to explain, justify and evaluate the theoretical underpinnings of the project, to evaluate the success of the project and to make appropriate recommendations regarding any weaknesses identified. This will take the form a written report of 3000 words.</p> <p>In determining the final mark for A1 and B1, the supervisor will consult the client. However, the final mark will be decided by the supervisor (in the case of A1, subject to the double marking process). In the case of a referral, the presentation may be made to the supervisor only.</p>		
Identify final timetabled piece of assessment (component and element)	Component A4 (A3 resit)	
% 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. 10000-word written report or equivalent.	50%	
3. Oral presentation of project outcomes (30 mins)	10%	
4. 3000-word critical reflection	30%	
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. 10000-word written report or equivalent.	60%	
2. Oral presentation of project outcomes (30 mins)	10%	
3. 3000-word critical reflection	30%	
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"> • Design, implement and justify a work-based project; (A1 - 3) • Synthesise information (academic theory, client input, and commercial information) in the definition and implementation of the project; (A1 & A2) • Critically evaluate their own project in the light of relevant theory; (A3) • Communicate the results of the project as a written report and as a verbal presentation. (A2 & A3) • Develop and evaluate a set of protocols for working with project stakeholders (i.e. supervisor and client (A1 & A4) 																									
Key Information Sets Information (KIS)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;">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; border: 2px solid black;">60</td> </tr> <tr> <th style="width: 15%;">Hours to be allocated</th> <th style="width: 20%;">Scheduled learning and teaching study hours</th> <th style="width: 20%;">Independent study hours</th> <th style="width: 15%;">Placement study hours</th> <th style="width: 10%;">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 variants. The list can be can be found at:</p> <p>Full time reading list</p> <p>Part-time Reading list</p>																									

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First Approval Date (and panel type)	15 January 2019 ASQC link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	2	<i>Link to RIA</i>