



## **Module Specification**

### **Work Integrated Learning (Marketing & Events)**

Version: 2023-24, v1.0, 10 May 2022

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>4</b>
<b>Part 4: Assessment.....</b>	<b>5</b>
<b>Part 5: Contributes towards .....</b>	<b>6</b>

## Part 1: Information

**Module title:** Work Integrated Learning (Marketing & Events)

**Module code:** UMKDT6-15-3

**Level:** Level 6

**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:** Frenchay Campus

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

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Cross Cultural Learning and Development 2023-24, Learning and Development on Study Year Abroad 2023-24, Placement Learning 2023-24

**Co-requisites:** None

**Continuing professional development:** No

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

## Part 2: Description

**Overview:** Not applicable

**Features:** Module Entry requirements: In discussion with the module leader, it must be established that students meet the work experience requirements of the module.

**Educational aims:** The module allows students to gain a critical understanding of the world of work - and their current and future role within it - through experiences of work concurrent with their studies. The required work experience may be a period in employment completed during their studies e.g. an internship 'real' or completed remotely/virtually, vacation work, self-employment or student Enterprise activities (e.g. student ventures on campus), part-time work completed during the academic year or a formal volunteer role. In exceptional circumstances, where a student has not been able to acquire the relevant qualifying work experience, students will be given the opportunity to complete the module by accessing other forms of employer engagement e.g. 'live' assessment briefs that will allow students to work on real and current organisational issues with local employers.

The module aims to provide students with the opportunity:

To combine practical work experience with academic reflection and critical analysis.

To evidence continuing personal and professional development and recognise how this relates to longer term employability.

Guidelines on the volume, nature and location of the work experience required will be discussed with your academic personal tutor/progress coach throughout your programme, with the expectation that you would normally accumulate sufficient relevant activity by the time you reach the final year of study on your programme . Such guidance on the nature and relevance of the work context will include an appropriate process to ensure the safety of students at work and guidance on arrangements to comply and achieve, in accordance with UWE Health and Safety Guidance Note (SGN024) on Student Placements.

**Outline syllabus:** As the work experience of each student will be different, content will be flexible and largely determined by students' needs and organisational context. Whilst syllabus content cannot fully be predicted in advance, the core academic content will involve:

Work based learning

Sense making, critical reflection and reflective practice

Personal development and employability

Working with theory in practice

Organisational problem solving

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

**Teaching and learning methods:** Students are required to discuss their career planning with their Academic Personal Tutor/ Progress Coach, and to seek, plan, and manage their own work experience using the resources provided by UWE Careers. These include : <http://www1.uwe.ac.uk/s...sandworkexperience.aspx> UWE Student Enterprise and self-employment: <https://www1.uwe.ac.uk/...andself-employment.aspx> and UWE Volunteering: <http://www1.uwe.ac.uk/s...ility/volunteering.aspx> and a range of other relevant resources and opportunities.

UWE Careers offers a range of support services to students seeking work, including briefing materials and advice on internships, employability, job-seeking, interview skills, etc. Advice and information on the criteria for suitability of prospective work experience episodes will be provided.

Whilst the emphasis is on active, self managed learning, with the student taking responsibility for initiating, planning and executing the work, a structured framework of support will be provided through a range of online lecture materials and regular facilitated workshops, many of which will be specifically contextualised to the specialist field of study related to your programme.

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

**MO1** Accurately self-assess their skills, knowledge and experience in relation to effectiveness in a work role and to assume personal responsibility for their own learning and development, evidenced through appropriate goal setting.

**MO2** Be proactive in seeking and reflecting on feedback, identifying and appraising alternatives for future action.

**MO3** Articulate their learning and development in such a way as to enhance their employability.

**MO4** Undertake a critical organisational analysis of a work organisation

**MO5** Work with theory in practice through the demonstration of a detailed knowledge and critical understanding of how a subject specialism may be applied to current issues facing a work organisation.

**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](https://uwe.rl.talis.com/modules/umcdkm-15-3.html) via the following link

<https://uwe.rl.talis.com/modules/umcdkm-15-3.html>

## **Part 4: Assessment**

**Assessment strategy:** Portfolio 100%

The portfolio will evidence, evaluate and reflect upon the students' personal development from the experience of work and explore how an aspect of the knowledge gained on the student's academic programme may be applied in, and in turn be influenced by, the world of work.

The portfolio consists of a variety of activities and reflections, such as a self-analysis

questionnaires, organisational analysis grids, the student's CV, an action plan plus a 10-15 minutes presentation video pitch. The assessed reflections account for approximately 3,000 words.

### **Assessment components:**

#### **Portfolio (First Sit)**

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

#### **Portfolio (Resit)**

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

