Module Specification

Research Project module: PG Marketing programmes

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Contents

Part 1: Information

Module title: Research Project module: PG Marketing programmes

Module code: UMKDWC-60-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This is a postgraduate project module, requiring students to undertake primary or secondary research, analyse data, and present the results in relation to appropriate literature on the topic.

Features: Not applicable

Educational aims: This module aims to provide students on the MSc in Marketing, and MSc in Digital Marketing with the opportunity to undertake independent research

on a topic that is related to the programme and of personal interest to the student and supported by a research mentor.

Outline syllabus: The module will support students throughout the process of choosing, conducting and reflecting on a major research project. An indicative list of the topics covered is as follows:

•Choosing a capstone project (The research project, the enterprise
      project and the work-based project)

•Developing a research question

•Engaging with the literature

•Research Design

•Data analysis

•Presenting and defending your research

•Reflecting critically on your research

Part 3: Teaching and learning methods

Teaching and learning methods: The project module is a spine module that runs over 3 teaching blocks. Sessions will focus on supporting the students in choosing between the three types of capstone project, namely:

•The [research] project

•The enterprise project

•The work-based project.

Independent study materials and taught sessions will guide students through the process of designing and conducting their project, including:

•Engaging with the literature

•Defining a research project

•Identifying and addressing ethical issues

•Developing a methodology for data collection and analysis

•Collecting and analysing data

•Developing and justifying conclusions

•Critically reflecting on their project

The student is supported by the research mentor to build a portfolio of evidence covering four areas: aims and objectives; a critical review of key literature; methodology and ethics; and data collection. The research mentor provides guidance and feedback on the portfolio submissions and acts as the immediate contact point when ideas need to be explored or problems addressed.

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

MO1 Demonstrate an ethical approach to project management to plan and execute a significant piece of independent research in the field of marketing

MO2 Communicate and defend conclusions using a variety of formats

MO3 Critically discuss and appraise current and core issues in the relevant literature

MO4 Identify, apply and defend meaningful choices in relations to methodology and data

MO5 Evidence deep understanding of, and ability to reflect critically on, chosen research approach, process and feedback

MO6 Critically analyse data and consider the significance of the research findings to produce practical conclusions and recommendations

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 582 hours

Computer-based activities = 8 hours

Total = 600

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://rl.talis.com/3/uwe/lists/C922179F-9B73-CC51-917E-81CE97CD1256.html?lang=en&login=1

Part 4: Assessment

Assessment strategy: The assessment is designed to develop skills and allow the learning outcomes to be demonstrated. Students will work through the stages of an academic research project and have the opportunity for formative feedback through discussion of their portfolio elements with their research mentor. The various portfolio elements will be staged to provide formative feedback as the project progresses, with an emphasis on the development and presentation of the student's thinking on the project rather than production of a written commentary.

The summative assessment for the module includes 2 tasks:

Task 1: Portfolio submission and critical discussion (20 minutes)

Task 2: Analysis, conclusion and recommendations for practice.
        Written submission (2000 – 3000 words).

Assessment tasks:

Project (First Sit)

Description: Portfolio and critical discussion

Weighting: 60 %

Final assessment: No

Group work: No

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

Project (First Sit)

Description: Analysis, conclusions and recommendations for practice

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO5, MO6

Project (Resit)

Description: Portfolio and critical discussion

Weighting: 60 %

Final assessment: No

Group work: No

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

Project (Resit)

Description: Analysis, conclusion and recommendations for practice

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Marketing [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24