



Module Specification

Work Based Learning Project

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Part 1: Information

Module title: Work Based Learning Project

Module code: UMKDWY-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: The purpose of the Work-Based Project is to enable students to conduct a live marketing project for a real client. The nature of such projects may vary widely but must involve the application of specified marketing theory. Examples of such projects are:

- Research study
- Formulation of marketing plans
- Database design

- Website design
- New product development
- Customer experience mapping

Features: Not applicable

Educational aims: The aim of the module is to develop the student's ability to apply marketing theory in an authentic business context.

Outline syllabus: Students will be supported by a number of workshops and online materials. This will include topics such as:

- The consultancy process
- Developing project proposals
- Project planning techniques
- Research methods
- Managing client relationships
- Communicating project results

Part 3: Teaching and learning methods

Teaching and learning methods: Student projects will be supported by a series of workshops, online materials and a one-to-one support from an academic supervisor. 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 academic supervisor will be present at both of these meetings. Further contact with the client will be negotiated by the student.

An individual within the client organisation will be nominated as the workplace mentor, assigned the responsibility of supporting the student throughout the project. Throughout this process, it is expected that the student will lead the project, liaising with the academic supervisor, workplace mentor and other project stakeholders as appropriate, but not relying on close direction from them.

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

MO1 Design, implement and justify a work-based project

MO2 Synthesise academic theory, client input, and commercial information in the definition and implementation of the project

MO3 Communicate the results of the project as a written report and as a verbal presentation

MO4 Critically evaluate their own project in the light of relevant theory

Hours to be allocated: 600

Contact hours:

Project work (individual or group) = 600 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/E8784A4B-B6C8-1386-573B-D0EA9031F976.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: The assessment of this module will consist of four tasks.:

Task 1 : 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.

Task 2: Project : The nature of this main assessment task 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.

Task 3 : 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 task 2, 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.

Task 4 : 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.

In determining the final marks for the supervisor will consult the client. However, the final mark will be decided by the supervisor . In the case of a referral, the presentation may be made to the supervisor only.

Given the pressures of the conducting the work-based project, students will be allowed some flexibility in respect of assessment deadlines. These will be negotiated between the student, client and supervisor at the initial project definition stage, and may be subject to renegotiation if circumstances demand.

Assessment tasks:

Report (First Sit)

Description: Project 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.

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Report (First Sit)

Description: Written report

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.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (First Sit)

Description: Oral presentation 30mins

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (First Sit)

Description: Critical reflection 3000 words.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4

Report (Resit)

Description: Project Proposal (Referral)

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.

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Report (Resit)

Description: Written report (Referral)

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.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Oral presentation 30 mins

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (Resit)

Description: Critical reflection 3000 words (Referral)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

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