



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: 2025-26

UWE credit rating: 60

ECTS credit rating: 30

College: College of Business and Law

School: CBL Bristol Business School

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 theory that is relevant to the student's programme of study. Examples of such projects include, but are not limited to:

Research study

Management consultancy project

Formulation of marketing plans

Database design

Website design

New product development

Customer experience mapping

Business process mapping

Features: Not applicable

Educational aims: The aim of the module is to develop the student's ability to apply relevant theory in an authentic business context, developing their project and client relationship management skills in the process. With the support of a supervisor, students will gain a critical understanding of how theory translates into practice in a given 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.

The module emphasises active and experiential learning methods. In particular, the module is informed by the 3Ps whereby students learn in 3 steps: Prepare, Participate, and Practise. Students are expected to prepare for each session, participate fully and practically apply their knowledge and skills.

Prepare

Students prepare by reading and studying the materials provided to acquire background knowledge.

Preparation and independent study involves students using a range of material such as videos, books, journals and professional publications to deepen their understanding of the taught concepts.

Participate

Students participate in class activities which may include group debates, completion of tasks and interactive sessions, whereby students become co-creators of their learning journey.

Students are encouraged and expected to participate in analysing contemporary challenges through problem based learning approaches, case studies, presentations and discussions, etc. to draw conclusions.

Practise

By engaging in session activities students practise applying their knowledge to real-world situations.

Emphasis is placed on practical application of the taught theory and Student's development of learning- independence through active engagement with both taught theory and practice.

The University's Virtual Learning Environment (VLE) will help students access

course materials, (including videos, lecture slides, useful research links, announcements, etc.) and assessment-specific information and support.

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

MO1 Design and plan a project in response to a client's brief

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

MO3 Evaluate and present the project outcomes, demonstrating the value of these to the client organisation in the form of a verbal presentation

MO4 Produce a written report that identifies, explains and justifies the value of the project outcomes to the client organisation.

MO5 Critically evaluate their own project in the light of relevant theory

Hours to be allocated: 600

Contact hours:

Face-to-face learning = 16 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/E8784A4B-B6C8-1386-573B-D0EA9031F976.html?lang=en&login=1) 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 three tasks:

Task 1 : The proposal (10%): A project 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: The presentation (30%): 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 1, 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 3: Project Report (60%) : 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.

In determining the final marks for the supervisor will consult the client. However, the final mark will be decided by the supervisor.

The changing context of a work-based project may require some flexibility in respect of assessment deadlines. This will be subject to constraints in the academic calendar such as the examination board timetable. These will be negotiated between the student, client and supervisor at the initial project definition stage, and may be subject to renegotiation due to unforeseen changes in context.

Resit assessment will match the first-sit.

Assessment tasks:

Report (First Sit)

Description: Project Proposal

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

Report (First Sit)

Description: Written report

The word limit of 10000 is therefore intended as a guide only.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4, MO5

Presentation (First Sit)

Description: Oral presentation 30mins

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Report (Resit)

Description: Project Proposal

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

Report (Resit)

Description: Written report

The word limit of 10000 is therefore intended as a guide only.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4, MO5

Presentation (Resit)

Description: Oral presentation 30 mins

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management [Frenchay] MSc 2025-26