



Module Specification

Professional Development : Creating New Products

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Part 1: Information

Module title: Professional Development : Creating New Products

Module code: UMKT8S-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

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: This capstone module completes the “professional practice” strand for the Marketing programme, focussing on professional development through a group project which draws together learning from across the programme.

The group project work will be assessed at an exhibition, which will also serve as an opportunity for students to share and celebrate their learning and progress at the end of their studies.

Features: Not applicable

Educational aims: Building on the related “professional practice” modules at Levels 4 and 5, students critically evaluate their capabilities. They develop and practice new skills required to support their chosen future.

Through reflective practice, collaborative working, and the synthesis of knowledge and understanding gained throughout their university experience, they have developed the self-awareness, skills and attributes necessary to graduate with a clear and realistic exit strategy.

Students work together in groups on a project which will enable them to consolidate and build on their marketing knowledge and skills from Levels 4 & 5 and 6.

For the project, students are required to create, justify and communicate a new market offering, through application of learning and demonstration of creative and commercial acumen.

Outline syllabus: Students will continue to develop their professional practice through exploration of self-management and reflection, working with others, wellbeing and resilience, social development and networking and related topics. Given that this module focuses on the development of self-awareness and professional competencies, it is recognised that learning is necessarily “spiral” in nature, and so the syllabus builds on Levels 4 and 5.

To complete the group project, students will evaluate, apply and synthesise the following marketing topics: the new product development process, marketing research, ethical marketing practice, segmentation, targeting and positioning, branding, pricing, distribution and retailing, launch strategies for new products.

Students will also apply practical skills; namely product pitching, team working and use of design tools and software for the communication of marketing recommendations and ideas.

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Students will continue develop their professional practice by working within the “Mentor Group” that was established in Level 4, meeting within 1-hour seminars every week, supported by a “Group Mentor” who will, in addition, provide Personal Tutor support to individual members of the Mentor Group.

For the group project, students will receive both a weekly 1-hour lecture in which the module syllabus will be covered, and a weekly 1-hour seminar. In the seminars, students will be able to work in their groups on the project, under the guidance of their tutor.

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

MO1 Evaluate and apply new skills and attributes in relation to self-management, collaborative working, and the communication of own and others’ ideas in complex and challenging contexts.

MO2 Evidence personal and professional development, demonstrating self-awareness and reflective evaluation of knowledge and skills developed throughout the programme to identify preferred futures.

MO3 Demonstrate understanding of a broad range of contemporary marketing-specific theories, concepts, principles, and processes with marketing data.

MO4 Critically evaluate and apply the new product development process, to create a new offering using appropriate data, design tools and software to support, create and communicate marketing recommendations to specialist audiences

MO5 Reflect critically on ethical and sustainable dilemmas and product development challenges demonstrating an appreciation of the uncertainty, ambiguity and limits of knowledge

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkt8s-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umkt8s-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy includes a Professional Practice Portfolio (40%) which builds on their Level 5 Portfolio and captures evidence of engagement in and reflection on personal and professional development during Level 6 including increasing ability to manage self and work collaboratively.

The strategy also includes students attending an assessment event in the style of an exhibition/trade show (60%), at which each group will set up a stand to communicate their new product concept. Students will also pitch the new product concept (15-minute pitch) and respond to assessor questions.

The resit assessment for the exhibition is a group presentation. Students will still

need to set up a stand, pitch the idea (15 minutes) and respond to assessor questions but in a classroom, rather than exhibition setting. This reflects the likely small number of groups to be assessed during the resit period.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:**Portfolio (First Sit)**

Description: Professional Development Portfolio

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Presentation (First Sit)

Description: This will involve group working and the presentation of a new product in a trade show at the end of the module. Opportunities for formative feedback will be built in throughout the module delivery.

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO3, MO4, MO5

Portfolio (Resit)

Description: Professional Development Portfolio

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Presentation (Resit)

Description: recorded presentation with supporting individual reflection drawing in team activity engagement - 15 minutes

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing [UFM] BA (Hons) 2025-26

Marketing [Frenchay] BA (Hons) 2025-26