



Module Specification

Agency Insights: Pitch Perfect

Version: 2027-28, v1.0, Approved

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Part 1: Information

Module title: Agency Insights: Pitch Perfect

Module code: UMMTBL-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: Operations and Information Management

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 module explores the role and day-to-day practices of professionals working in marketing and creative agency settings. It provides innovative examples from real-life agencies, and enables students to apply knowledge and skills to develop creative strategies and client pitches.

Features: Not applicable

Educational aims: Students develop an insight into the principles and practice of different marketing and creative agencies. They learn to apply marketing communications concepts and tools to create innovative proposals and pitches in response to a client brief. Students also develop the ability to identify sources of credible marketing information, ranging from academic journals to industry sources. They also develop their creativity, time management, planning and team working skills, as well as presentation, written and verbal communication skills.

Outline syllabus: Syllabus will include (but not be limited to):

Agency overview:

Branding

Advertising

Digital

Public relations

Crisis management

Experiential

Understanding client requirements

Answering a client brief:

Research

Strategy

Creativity

Costings

Scheduling

Resourcing

Pitch development process

Pitching to clients

Delivery:

Managing production meetings

Account management

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.

Weekly lectorials will consolidate a wide range of concepts, theories, and models relevant to marketing and creative agency practice as well as introducing students to the latest research in the field. The lectorials will also explore real-world case studies and enable students to hear from current industry practitioners.

Weekly tutorials will enable students to apply and critically evaluate concepts, theories, and models from the lectorials and their independent learning . The tutorials will also guide students through the process of receiving and responding to a client brief.

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

MO1 Work with theory and practice to demonstrate a critical understanding of the marketing agency brief development process.

MO2 Apply relevant theories and techniques in order consolidate and extend their knowledge and understanding of marketing agency specialisms and solve business issues in this context.

MO3 Identify and synthesize appropriate data from a range of disciplines to inform decision making when developing marketing strategies

MO4 Effectively and persuasively communicate creative solutions in response to real-world marketing challenges

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/ummtbl-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ummtbl-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy includes a Report (50%) being an individual 2,500 strategy document in response to a client brief. This is an authentic assessment mirroring the work undertaken in marketing and creative agencies, and which enables students to develop an understanding of the agency brief development process and an ability to make appropriate use of data to develop marketing strategies.

The assessment strategy also includes a Presentation (50%) during which students pitch their response to the client brief. This is also an authentic assessment in which students will need to demonstrate their understanding of agency specialisms to present creative solutions in an effective and persuasive manner. Students will be asked to share their plans and progress at particular points in the module to receive formative feedback and this will also reduce opportunities for plagiarism. The assessment will be subject to peer review .

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:

Report (First Sit)

Description: 2,500 word individual marketing strategy document.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Presentation (First Sit)

Description: Student pitch of recommendations in response to a client brief (20 minutes).

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Report (Resit)

Description: 2,500 word individual marketing strategy document.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Presentation (Resit)

Description: Student pitch of recommendations in response to a client brief (20 minutes).

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Marketing [UFM] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

Business Management and Marketing [Frenchay] BA (Hons) 2025-26

Marketing [Frenchay] BA (Hons) 2025-26