




MODULE SPECIFICATION

ACADEMIC SERVICES

Part 1: Basic Data					
Module Title	Dissertation (Marketing)				
Module Code	UMKDH9-45-M	Level	M	Version	1.1
UWE Credit Rating	45	ECTS Credit Rating	22.5	WBL module?	No
Owning Faculty	Business and Law	Field	Marketing, Events and Tourism		
Department	BBS, Business and Management	Module Type	Masters Dissertation		
Contributes towards	MSc Marketing and MSc Marketing Communications				
Pre-requisites	None	Co- requisites	Dissertation Research Methods (UMKDH5-15-M)		
Excluded Combinations	None	Module Entry requirements	n/a		
First CAP Approval Date	3 June 2015	Valid from	September 2015		
Revision CAP Approval Date	24 March 2016	Revised with effect from	September 2015		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of the chosen marketing topic; • Demonstrate knowledge and understanding of research philosophies, • Design, implement and justify a research plan; • Based on academic literature, develop a conceptual framework that informs the definition of the research topic and its outcomes. • Based on academic literature, develop a conceptual framework that informs the analysis and interpretation of the research results; • Synthesise information (academic literature, current professional practice and the research findings) to identify the implications of the research outcomes for marketing practice; • Critically evaluate their own research and that of others and form judgements on its suitability for dealing with the selected marketing context; • Develop and justify recommendations for further, related research; • Communicate ideas, information and arguments in a clear, organised, and well presented dissertation <p><i>All of the above will be assessed.</i> In addition, the educational experience may explore, develop, and practise, <u>but not formally discretely assess</u>, the following:</p> <ul style="list-style-type: none"> • Oral presentation, communications and negotiation skills through a supervision process; • Time management skills; • Effectiveness at working independently with the minimum of guidance; • Reflection on own learning; • Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information. • Recognise and address ethical issues in research

Syllabus Outline	<p>The purpose of the Dissertation is to enable students to pursue in-depth study of a particular marketing topic of their own choosing. The syllabus is not, therefore, clearly defined in advance, but will be formulated by the student with the support of the supervisor and other relevant tutors. In order to be considered a marketing dissertation, the student must identify:</p> <ul style="list-style-type: none"> i. A body of academic literature that is relevant to the topic ii. An application of this literature to marketing thought or professional practice <p>It should be stressed that the body of literature need not be labelled as marketing, but the application must be relevant to theory or practice of marketing.</p> <p>For the MSc Marketing Communications, it is required that that the application would be a communications problem or issue.</p>																									
Contact Hours	<p>Based on a research outline submitted as part of the Dissertation Research methods module, students will be allocated supervisors. 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). Students will normally have at least four formal meetings with their tutor over the period of the dissertation, although individual arrangements may be made.</p>																									
Teaching and Learning Methods	<p>This module is delivered through independent learning, with supervisors providing support, guidance and formative feedback in terms of both the dissertation topic and the academic research process. The dissertation is also supported by the co-requisite <i>Dissertation Research Methods</i> module, which will provide structured guidance on the research process, the requirements of a dissertation, specific research methods and the resources available to students.</p>																									
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="459 1256 1369 1644"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td style="border: 2px solid black;">45</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>450</td> <td>0</td> <td>450</td> <td>0</td> <td>450</td> </tr> </tbody> </table> <p style="text-align: right;"></p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Key Information Set - Module data					<i>Number of credits for this module</i>									45	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	450	0	450	0	450
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Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the MBA curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>Students will be directed towards the FBL study skills website as appropriate. Students will be encouraged to use Blackboard resources referred to in the module handbook. Students are not expected to purchase a core text for this module.</p>																				
Indicative Reading List	<p>Given the bespoke nature of the dissertation syllabus, a generic reading list is not appropriate. A list of Research methods textbooks is given in the co-requisite module <i>Dissertation Research Methods</i> (UMKDH5-15-M)</p>																				

Part 3: Assessment

Assessment Strategy	<p>Assessment will be by means of a single dissertation. This dissertation will involve investigating an issue of relevance to marketing. This will normally involve the collection of primary data, but this not mandatory. Students will be required to frame their investigation and its results in terms of a clearly identified area of academic literature.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A: 100%	B:
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 15000 – 20000 word Dissertation	100%	
Component B Description of each element	Element weighting (as % of component)	
1.n/a	0	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1.15000 - 20000 word Dissertation	100%

Component B Description of each element	Element weighting (as % of component)
1.n/a	0
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	