



Module Specification

Dissertation (Marketing)

Version: 2023-24, v1.0, 14 Oct 2022

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Part 1: Information

Module title: Dissertation (Marketing)

Module code: UMKDH9-45-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 45

ECTS credit rating: 22.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: Dissertation Research Methods 2023-24

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: In addition to the learning outcomes, the educational experience may explore, develop, and practise, but not formally discretely assess, the following:
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.

Outline syllabus: 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:

A body of academic literature that is relevant to the topic;

An application of this literature to marketing thought or professional practice 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.

For the MSc Marketing Communications, it is required that that the application would be a communications problem or issue.

Part 3: Teaching and learning methods

Teaching and learning methods: 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 Dissertation Research Methods module, which will provide structured guidance on the research process, the requirements of a dissertation, specific research methods and the resources available to students.

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.

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

MO1 Demonstrate knowledge and understanding of the chosen marketing topic

MO2 Demonstrate knowledge and understanding of research philosophies

MO3 Design, implement and justify a research plan

MO4 Based on academic literature, develop a conceptual framework that informs the definition of the research topic and its outcome

MO5 Based on academic literature, develop a conceptual framework that informs the analysis and interpretation of the research results

MO6 Synthesise information (academic literature, current professional practice and the research findings) to identify the implications of the research outcomes for marketing practice

MO7 Critically evaluate their own research and that of others and form judgements on its suitability for dealing with the selected marketing context

MO8 Develop and justify recommendations for further, related research

MO9 Communicate ideas, information and arguments in a clear, organised, and well presented dissertation

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 450 hours

Total = 450

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdh9-45-m.html) via the following link <https://uwe.rl.talis.com/modules/umkdh9-45-m.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment components:

Dissertation (First Sit)

Description: 15000 – 20000 word Dissertation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Dissertation (Resit)

Description: 15,000 - 20,000 word dissertation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study: