



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Marketing and the Regulatory Environment				
Module Code	UMADJU-15-1	Level	1	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Accounting and Finance		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) Marketing Communication Management				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	n/a	
First CAP Approval Date	1 June 2016		Valid from	September 2017	
Revision CAP Approval Date			Revised with effect from		

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 an understanding of the legal requirements associated with setting up a business. • Demonstrate an understanding of basic accounting and financial reporting requirements for running a business. • Understand the role of the ASA and other regulatory bodies. • Demonstrate an understanding of the key areas of law that govern and guide communications practice. • Reflect on ethical 'grey' areas associated with marketing and communications and the importance of sustainable business practices
Syllabus Outline	<p>What do we mean by 'regulatory bodies' and 'legal constraints'?</p> <ul style="list-style-type: none"> - Why is this important to marketing communications? - What is ethical and sustainable practice in marketing and communications management? <p>Accounting Practices</p> <ul style="list-style-type: none"> - Interpretation of the Income Statement and The Statement of Financial Position. - Forecasting and managing cash flows for running a business. - The management and raising of capital. <p>Corporate Governance</p> <ul style="list-style-type: none"> - Types of companies and their legal responsibilities and requirements. - Financial reporting requirements.

	<ul style="list-style-type: none"> - Governance structures. <p>Law and Marketing</p> <ul style="list-style-type: none"> - Trade descriptions / misleading marketing legislation - Sale of Good Acts - Consumer Protection - Data Protection - Online and Distance selling - Brand Law
Contact Hours	<ul style="list-style-type: none"> • In line with the tenets of ‘flipped’ classroom delivery, initial briefings, threshold concepts and supporting material will accessed online. • Face to face contact time will total 36 hours and comprise of 6 hours per week across a six week period . Where ever possible, the majority of contact will take the form of workshops and small group teaching. • In addition to face to face contact, ongoing contact will be maintained with students through ‘office hours’ discussion boards on the University’s virtual learning environment (VLEs) and other technology-aided means. <p>QAA guidance is available here http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/contact-hours.aspx</p>
Teaching and Learning Methods	<ul style="list-style-type: none"> • In line with tenets of the ‘flipped classroom’ students will be expected to engage with independent learning both before and after attendance at any face to face taught session. Students will be guided to a range of online materials on the Blackboard VLE to prepare in advance of scheduled sessions as well as materials to consolidate learning in a post session environment. • Scheduled learning will take place largely in an interactive environment where students will be encouraged to build upon their understanding of basic concepts by engaging in the development of more complex aspects of theory and practice using a range of online and offline resources. • Using a task-focussed, problem-based approach, the delivery of the syllabus will be based around the development of extended projects or case studies on topics of interest or relevance to organisations within the sector. Within the context of a wider projects students might engage in a range of activities which include (but is not limited to) the production of shorter case study examples, group research activities and presentations. • Scheduled teaching activity on this module will account for 6 hours a week. • Online logs or e-portfolios or other forms of recording will be used to record engagement and progress on the projects. • In between scheduled sessions, students will be expected to work independently and in groups that will support their work toward their final assessment. This will account of the remainder of the hours allocated to this module. <p>Scheduled learning includes interactive learning sessions, seminars, practical classes and workshops; lectures; supervised time in workshop.</p> <p>Independent learning includes hours engaged with materials provided on the VLE, Library and internet searches, essential reading, case study preparation, assignment preparation and completion.. These sessions constitute an average time per level as indicated in the table below.</p>

Key Information Sets Information	Key Information Set - Module data														
	<i>Number of credits for this module</i>				15										
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours										
	150	36	114	0	150										
	<p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Open book written 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> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Total assessment of the module:</td> </tr> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </table>					Total assessment of the module:		Written exam assessment percentage	100%	Coursework assessment percentage	0%	Practical exam assessment percentage	0%		100%
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Written exam assessment percentage	100%														
Coursework assessment percentage	0%														
Practical exam assessment percentage	0%														
	100%														
Reading Strategy	<p>Students will be encouraged to engage with a wide range of academic and practitioner literature. They will be encouraged to make full use of the print and electronic resources available to them through membership of the University which include (but are not limited to) a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>In line with the 'flipped' philosophy, students will be directed to specific resources and expected to undertake essential reading prior to each session.</p> <p>Essential reading There are no specific texts that students are required to purchase for this module. Instead they will be guided to a range of academic and practitioner market reports and sources according to the sector, organisation and brand they choose to research</p> <p>Further reading – Students will also be actively encouraged to seek out and engage with additional reading and resources to supplement their knowledge. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge</p>														
Indicative Reading List	<p>Tricker, R.I. (2015) <i>Corporate Governance: Principles, policies, and practices</i>. OUP Oxford.</p> <p>Schmidt, R.A. and Wright, H. (1996) <i>Financial Aspects of Marketing</i>. Palgrave Macmillan.</p> <p>Solomon, J. (2013). <i>Corporate Governance and Accountability</i>. John Wiley & Sons.</p> <p><u>Academic journals</u></p>														

	International Journal of Corporate Governance Journal of Management and Governance Journal of Corporate Finance International Journal of Finance and Accounting Other Any/all broadsheet newspapers
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Part 3: Assessment	
Assessment Strategy	<p>The Teaching and Learning Strategy on this module requires students to address the learning outcomes through engagement with an extended process of enquiry around a case or issue of currency and relevance to the field. Over the course of the module evidence of engagement with this activity will be recorded on an e-portfolio, log or other monitoring mechanism.</p> <p>Within the interactive sessions it is envisaged that students will actively engage with a range of activities and formative assessment feedback will be given on the basis of the work presented. Feedback may take a range of forms and includes (but is not limited to) direct questioning, peer assessment and feedback. Throughout the module students will be encouraged to become independent learners. They will be required to set their own goals and use formative assessment as a tool to track their own progress against module learning outcomes.</p> <p>Summative assessment on this module takes the form of Component A, an open book examination in which students demonstrate their achievement of the learning outcomes under controlled conditions by analysing the extent to which a given case scenario complies with the regulatory environment in which it functions.</p>

Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	N/A
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Compliance Analysis (Open Book Exam 2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. N/A	N/A	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Compliance Analysis (Open Book Exam 2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. N/A	N/A	
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.		