



Module Specification

Marketing and the Regulatory Environment

Version: 2023-24, v2.0, 24 May 2023

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Part 1: Information

Module title: Marketing and the Regulatory Environment

Module code: UMADJU-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Accounting and Finance

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: What do we mean by 'regulatory bodies' and 'legal constraints'?

Why is this important to marketing communications?

What is ethical and sustainable practice in marketing and communications management?

Accounting Practices:

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

Corporate Governance:

Types of companies and their legal responsibilities and requirements

Financial reporting requirements

Governance structures

Law and Marketing:

Trade descriptions / misleading marketing legislation

Sale of Good Acts

Consumer Protection

Data Protection

Online and Distance selling

Brand Law

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

Scheduled learning includes interactive learning sessions, seminars, practical classes and workshops; lectures; supervised time in workshop.

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.

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.

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

MO1 Demonstrate an understanding of the legal requirements associated with setting up a business

MO2 Demonstrate an understanding of basic accounting and financial reporting requirements for running a business

MO3 Understand the role of the ASA and other regulatory bodies

MO4 Demonstrate an understanding of the key areas of law that govern and guide communications practice

MO5 Reflect on ethical 'grey' areas associated with marketing and communications and the importance of sustainable business practices

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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

Part 4: Assessment

Assessment strategy: 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.

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.

Summative assessment on this module takes the form of Task 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.

Assessment components:

Examination (First Sit)

Description: Compliance analysis (open book exam 2 hours)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Examination (Resit)

Description: Compliance analysis (open book exam 2 hours)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study: