



Module Specification

Managing Marketing Teams

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Managing Marketing Teams

Module code: UMPDJ8-15-2

Level: Level 5

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: Human Resource 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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: Introduction to basic concepts – HRM, the employment relationship and the link with organisational performance

The context of managing people

The role of line managers and other key stakeholders

Recruiting, selecting and retaining the right people

Developing your team

Managing individual and team performance

Determining and managing employee reward

Employee voice and engagement

Handling discipline and grievance

Terminating the employment relationship

Part 3: Teaching and learning methods

Teaching and learning methods: In line with the tenets of ‘flipped’ classroom delivery, initial briefings, threshold concepts and supporting material will be accessed online.

Face to face contact time will total 36 hours and comprise 6 hours per week across a six-week period. Wherever 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.

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 over a 6 week period 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.

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.

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

MO1 Understanding the theory and practice of contemporary human resource management (HRM) in context

MO2 Analyse the relationship that exists between organisation effectiveness and the management of employees

MO3 Demonstrate a knowledge of the employment journey of an employee, from recruitment to termination of employment

MO4 Critically appraise the core concepts and practice in HRM including recruitment and selection, reward, training and development, managing performance and handling discipline and grievance

MO5 Understand the role and skills required of line managers and other key stakeholders in determining and delivering key HR policy and practice

MO6 Apply theory and 'real-life' practice in managing people with full regard to the context

MO7 Appreciate good practice and start to develop competence in a range of people management and employability skills such as interviewing, performance feedback and handling workplace grievance and discipline

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/modules/umpdj8-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umpdj8-15-2.html>

Part 4: Assessment

Assessment strategy: The summative assessment represents the cumulative learning on this module and takes the form of a written assignment. For the duration of the module, it is anticipated that students will engage in an extended piece of enquiry into a subject of currency and relevance to the field, the summation of which will take the form of a written assignment.

Students will be expected to work directly or indirectly on aspects of their written assignment over the course of the module and record their work in a module e-portfolio, log or other monitoring mechanism. During this time students will be given formative feedback on the work generated within context of scheduled sessions. This may take a range of forms and includes (but is not limited to) direct questioning, peer assessment and feedback. Students will be encouraged to develop their skills as independent learners through personal goal setting and personal reflection and will use formative feedback as a tool to track their own progress against module learning outcomes.

Within the context of the written assignment, students will address directly or indirectly all of the specified learning outcomes. Where the learning outcomes have been indirectly addressed, the use of hyperlinks to the students' e-portfolios or logs may be used as supporting evidence.

This piece of assessment has been identified as Task A as students will be required to keep a record of their assessment preparation in their module e-portfolio, log or monitoring mechanism. The work presented can then be evidenced on the basis of the students' own work by using hyperlinks or direct references.

Assessment components:

Written Assignment (First Sit)

Description: Written assignment (2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: Written assignment (2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study: