

**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Contemporary Issues in Marketing		
Module Code	UMKDBN-15-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Marketing		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	UMKD6Y-30-3		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>This module will allow you to explore a number of contemporary issues that have a significant impact upon marketing practice, and to choose a specific aspect of this to explore in depth through your own personal reading and research.</p> <p>Early lectures will explore potential contemporary issues such as globalisation, technological advances, security, changing consumers, expanding markets, corporate social responsibility and sustainability.</p> <p>You will be supported in developing a highly specific project about your chosen aspect of modern marketing practice with respect to your chosen contemporary issue, which may arise from these lectures or from your own research, through workshops and drop-in sessions to support your independent learning. We will particularly support you in developing advanced writing skills in order to build your argument, present evidence from academic, trade and wider sources, and draw conclusions about implications for future practice. This will be presented through both an essay and a presentation.</p>
Part 3: Assessment
<p>Students will be expected to identify a contemporary issue affecting any aspect of marketing that they have encountered across their degree, and to review</p> <p>Component A is a 5 minute presentation about their chosen topic, and answering questions about this in short a 5 minute viva voce examination in order to provide formative feedback to student prior to submission of the essay.</p> <p>Component B is a 2500 word essay about the chosen topic: the rationale for choosing the topic, its relevance to</p>

an aspect of marketing, its likely impact, possible futures and recommendations for practice.		
Component A is formative to Component B and summative feedback is to be used in shaping essay content and focus. Formative assessment and feedback will be provided in weekly workshop sessions during which students will develop their ideas for both Components A and B.		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	30%	70%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual presentation (10 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Essay (2500 words)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual presentation (10 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Essay (2500 words)	100%	
Part 4: Teaching and Learning Methods		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Critically reflect on current marketing issues from a business perspective (component B) • Explore emergent marketing ideas and applications, clearly linking scholarship and practice (components A and B) • Understand and critically evaluate marketing theories and applications within the wider global, social and economic context (component B) • Integrate and evaluate information from a range of different sources to understand and explore the complex nature of marketing (component B) • Develop a reflective self awareness and recognise the need for ongoing personal learning.(B) • Apply effective methodologies, tools and techniques applicable to managing contemporary projects (A, B) • Identify the need for personal input to achieve their preferred futures. (B) <p>Module delivery will be based on an average of 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks. This will consist of formal lectures on core syllabus concepts, and seminars for the exploration and application of potential contemporary issues such as globalisation, technological advances, security, changing consumers, expanding markets, corporate social responsibility and sustainability.</p>	

Key Information Sets Information (KIS)	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																									
Contact Hours	<table border="1" data-bbox="518 459 1428 846"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5">Number of credits for this module</td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="text-align: center;">15</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 style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Reading List	<p>Reading Strategy</p> <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's web pages provide access to subject relevant resources and services, and to the library catalogue. 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>Link to reading list: https://uwe.rl.talis.com/lists/261195F6-66A0-F19A-2A3B-748A89D62872.html?draft</p>																									

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First CAP Approval Date	15 th December 2016 Version 1 link to the RIA			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	<i>2</i>	<i>Link to RIA</i>
Revision CAP Approval Date		Version	<i>3</i>	<i>Link to RIA</i>
Revision CAP Approval Date		Version	<i>4</i>	<i>Link to RIA</i>