



MODULE SPECIFICATION

Part 1: Information			
Module Title	Contemporary Issues in Marketing		
Module Code	UMKDBN-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Contemporary Issues in Marketing 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: 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>Outline Syllabus: Early lectures will explore potential contemporary issues such as globalisation, technological advances, security, changing consumers, expanding markets, corporate social responsibility and sustainability.</p> <p>Teaching and Learning Methods: 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> <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>

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Part 3: Assessment			
<p>Students will be expected to choose a contemporary issue affecting any aspect of marketing that they have encountered across their degree, and to review this.</p> <p>Component A is a 10-minute online presentation about their chosen topic. The purpose of the presentation is to provide formative feedback to students prior to submission of the essay.</p> <p>Component B is a 2750 word essay about the chosen topic: the rationale for choosing the topic, its relevance to an aspect of marketing, its likely impact, possible futures and recommendations for practice.</p> <p>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.</p>			
First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		70 %	Essay (2500 words)
Presentation - Component A	✓	30 %	Individual presentation (10 minutes)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		70 %	Essay (2500 words)
Presentation - Component A	✓	30 %	Individual presentation (10 minutes)

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	
	Critically reflect on current marketing issues from a business perspective	MO1
	Explore emergent marketing ideas and applications, clearly linking scholarship and practice	MO2
	Understand and critically evaluate marketing theories and applications within the wider global, social and economic context	MO3
	Integrate and evaluate information from a range of different sources to understand and explore the complex nature of marketing	MO4
	Develop a reflective self-awareness and recognise the need for ongoing personal learning	MO5
	Apply effective methodologies, tools and techniques applicable to managing contemporary projects	MO6
	Identify the need for personal input to achieve their preferred futures	MO7
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114

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	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umkdbn-15-3.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Marketing {Top-Up} BA (Hons) 2020-21

Marketing Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19