



Module Specification

Contemporary Issues in Marketing

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Part 1: Information

Module title: Contemporary Issues in Marketing

Module code: UMKDBN-15-3

Level: Level 6

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: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: Contemporary Issues in Marketing 2023-24

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: 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.

Outline syllabus: Early lectures will explore potential contemporary issues such as globalisation, technological advances, security, changing consumers, expanding markets, corporate social responsibility and sustainability.

Part 3: Teaching and learning methods

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.

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.

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

MO1 Critically reflect on current marketing issues from a business perspective

MO2 Explore emergent marketing ideas and applications, clearly linking scholarship and practice

MO3 Understand and critically evaluate marketing theories and applications within the wider global, social and economic context

MO4 Integrate and evaluate information from a range of different sources to understand and explore the complex nature of marketing

MO5 Develop a reflective self awareness and recognise the need for ongoing personal learning

MO6 Apply effective methodologies, tools and techniques applicable to managing contemporary projects

MO7 Identify the need for personal input to achieve their preferred futures

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/umkdbn-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkdbn-15-3.html>

Part 4: Assessment

Assessment strategy: 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.

Task 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.

Task 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.

Task A is formative to Task 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 tasks.

Assessment components:**Presentation (First Sit)**

Description: Individual presentation (10 minutes)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO6

Written Assignment (First Sit)

Description: Essay (2500 words)

Weighting: 70 %

Final assessment: No

Group work: No

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

Presentation (Resit)

Description: Individual presentation (10 minutes)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO6

Written Assignment (Resit)

Description: Essay (2500 words)

Weighting: 70 %

Final assessment: No

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:

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20