



## **Module Specification**

### Contemporary Issues in Marketing

Version: 2024-25, v3.0, 04 Mar 2024

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## Part 1: Information

**Module title:** Contemporary Issues in Marketing

**Module code:** UMKDBN-15-3

**Level:** Level 6

**For implementation from:** 2024-25

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**College:** College of Business and Law

**School:** CBL Bristol Business School

**Partner institutions:** None

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Contemporary Issues in Marketing 2024-25

**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:** The module 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, through workshops and drop-in sessions to support your independent learning. We will particularly support you in developing the writing skills needed for your blog and to build your argument, present evidence from academic, trade and wider sources, and draw conclusions about implications for future practice. Your work will be submitted in the form of a thought leadership blog.

**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:** Entries in a thought leadership blog.

Students will choose one of the contemporary issues covered by the module lectures.

Assessment consists of one task: a thought leadership piece requiring students to reflect on their chosen issue and its implications for future marketing practice.

Students will submit a series of entries to a blog (using LinkedIn or a similar platform) over the course of the module, addressing specific tasks on the assessment brief. Each entry will be between 500 and 1000 words (3000 words maximum in total for all the entries). These will all be marked together at the end of the module.

Students will be encouraged to use a variety of sources to inform their research for their blog (academic, practitioner-based, multi-media).

Specific tasks on the brief will encourage reflection on the meaning of the issue for contemporary marketing practice and also the impact of the issue on personal learning and career development.

**Assessment tasks:****Online Assignment (First Sit)**

Description: Thought leadership blog (maximum 3000 words) consisting of a series of sequential submissions during the module.

Weighting: 100 %

Final assessment: Yes

Group work: No

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

**Online Assignment (Resit)**

Description: Thought leadership blog

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:

Marketing{Top-Up} [Frenchay] BA (Hons) 2024-25

Marketing{Top-Up} [UFM] \*TO BE ARCHIVED\* NO LONGER PROGRESSING\* BA (Hons) 2024-25

Marketing {Dual} [Taylors] BA (Hons) 2022-23

Marketing [Frenchay] BA (Hons) 2022-23

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21