



### MODULE SPECIFICATION

Part 1: Information			
Module Title	Digital Marketing Dissertation		
Module Code	UMKDQT-60-M	Level	60
For implementation from	September 2019		
UWE Credit Rating	60	ECTS Credit Rating	30
Faculty	FBL	Field	Marketing
Department	Business and Management		
Contributes towards	MSc Digital Marketing		
Module type:	Masters dissertation		
Pre-requisites	N/A		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>The purpose of the Dissertation is to enable students to pursue in-depth study of a particular marketing topic of their own choosing. The syllabus is not therefore, clearly defined in advance, but will be formulated by the student with the support of the supervisor, and other relevant tutors. In order to be considered a marketing dissertation, the student must identify:</p> <ol style="list-style-type: none"> <li>i. A body of knowledge that is relevant to the topic</li> <li>ii. An application of this literature to marketing thought or professional practice</li> </ol> <p>It should be stressed that the body of literature need not be labelled as digital marketing, but the application must be relevant to the theory or practice of digital marketing.</p> <p>The research methods element of this module is delivered through a series of workshops and assessed by a 2000-word proposal. Based on their choice of topic and staffing constraints, students will be allocated supervisors. The nature and frequency of contact will be negotiated between the student and the tutor. It is envisaged that this will usually involve an element of written feedback on draft work as well as meetings (either face to face or via communication media). Students will normally have at least four formal meetings with their tutor over the period of the dissertation, although individual arrangements may be made.</p> <p>The Research Methods Workshops will provide structured guidance on the research process, the requirements of a dissertation, specific research methods and the resources available to students. The remainder of the module is delivered through independent learning, with supervisors providing support, guidance and formative feedback in terms of both the dissertation topic and the academic research process.</p>

**Part 3: Assessment**

Assessment will be by means of a single dissertation and proposal. This dissertation will involve investigating an issue of relevance to digital marketing. This will normally involve the collection of primary data, but this is not mandatory. Students will be required to frame their investigation and its results in terms of a clearly identified area of academic literature.

Through the dissertation and proposal, students will be expected to demonstrate the ability to:

- Define an academic or professional research project to address specified objectives
- Based on a defined body of knowledge, develop a conceptual framework that informs the definition of the research project and its outcomes.
- Gather, critically evaluate and analyse quantitative and/or qualitative data and evidence from a range of credible sources.
- Develop and justify recommendations based on the preceding analysis and evaluation.
- Communicate ideas, information and arguments in a clear, organised, and well-presented written document

The criteria by which the dissertation and proposal will be assessed will include the following:

- Clarity with which the academic or professional research project is defined and justified.
- Coherence and clarity of the conceptual framework, which informs the definition of the research project and its outcomes.
- Ability to gather, critically evaluate and apply quantitative and/or qualitative data and evidence from a range of credible sources and to justify the methodological choices made.
- Critical evaluation of student's own research and that of others to inform judgements on its suitability for the selected context;
- Strength and clarity of recommendations;
- Ability to communicate ideas, information and arguments in a clear, organised, and well-presented written document.

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100%</b>	
<b>First Sit</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. 2000-word proposal	10%	
2. 15000 word Dissertation	90%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
N/A		
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. 15000 word Dissertation	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
N/A		

Part 4: Learning Outcomes & KIS Data																					
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>Define an academic or professional research project to address specified objectives</li> <li>Based on a defined body of knowledge, develop a conceptual framework that informs the definition of the research project and its outcomes.</li> <li>Gather, critically evaluate and analyse quantitative and/or qualitative data and evidence from a range of credible sources.</li> <li>Develop and justify recommendations based on the preceding analysis and evaluation;</li> <li>Communicate ideas, information and arguments in a clear, organised, and well-presented written document.</li> </ul>																				
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>60</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>600</td> <td>34</td> <td>566</td> <td>0</td> <td>600</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				60	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	600	34	566	0	600
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																				
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%										
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Reading List	<p>Reading list link <a href="https://rl.talis.com/3/uwe/lists/0F263528-D0AB-C7D4-736E-2D2DF1CBFAFE.html?draft=1&amp;lang=en-GB&amp;login=1">https://rl.talis.com/3/uwe/lists/0F263528-D0AB-C7D4-736E-2D2DF1CBFAFE.html?draft=1&amp;lang=en-GB&amp;login=1</a></p>																				

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First Approval Date (and panel type)	UVP 26 March 2019			
Revision ASQC Approval Date		Version	2	<i>Link to RIA</i>