1. **Title of the module**

BUSN7370 (CB737) Marketing Management Project

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

30 credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn and Spring terms

1. **Prerequisite and co-requisite modules**

BUSN3700 Introduction to Marketing. Pass rate 55% in stage 2.

1. **The programmes of study to which the module contributes**

BSc Marketing and associated programmes.

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 identify an appropriate marketing topic on which to write the report;

8.2 integrate the key, concepts, theories and issues in marketing management;

8.3 develop a further understanding of the role of marketing in the firm and the business environment;

8.4 analyse the environment in different markets at both the micro and macro levels and investigate the strategic implications for a firm;

8.5 critically evaluate and interpret information and data sources to inform marketing strategy;

8.6 apply theory and concepts in marketing management to justify decisions and demonstrate critical thinking and analytical skills.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 self- manage;

9.2 show initiative;

9.3 work in interdisciplinary areas;

9.4 frame questions to address problems;

9.5 communicate information, ideas, problems and solutions effectively through oral and written presentations.

1. **A synopsis of the curriculum**

The aim of the module is to provide students with an opportunity for an in depth independent study of an aspect of marketing management chosen by the student in agreement with the convenor and supervisor. It also aims to develop student’s research, writing and communication skills.

Indicative topics are:

* Developing marketing plans and strategies
* Literature search and data collection
* Use and analysis of consumer research and market information
* Preparing and structuring the Marketing Report
* Referencing, Citations and Developing writing skills
* Presentation skills

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

**Core text:**

Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business Students*. 7th Edn. Harlow: Pearson

Other recommended texts:

Bazeley, P. and Jackson, K. (2013). *Qualitative Data Analysis with NVivo*. 2nd Edn. London: Sage.

Bryman, A., & Bell, E. (2015) *Business Research Methods*. 5th Edn. Oxford: Oxford University Press. Creswell, John, W. (2009). *Research Design. Qualitative, Quantitative, and Mixed Methods Approaches*. London: Sage

Davies, M.B. (2007). D*oing a Successful Student Research Project using Qualitative or Quantitative Methods*. Basingstoke: Palgrave Macmillan

Gray, D. (2009). *Doing Research in the Real World*. London: Sage

Healey, J. F. (2015). Statistics. *A Tool for Social Research*. Stamford, CT: Cengage Learning

1. **Learning and teaching methods**

Total contact hours: 20

Private study hours: 280

Total study hours: 300

1. **Assessment methods**
   1. Main assessment methods

Progress Report (1000 words) (10%)

Individual Presentation (10%)

Individual report (8000 - 10000 words) (80%)

13.2 Reassessment methods

Reassessment Instrument: 100% project

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |
| **Private Study** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Lectures/Workshops* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Supervision* | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |
| *Progress Report* | **X** |  |  |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Presentation* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |
| *Individual report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Students are encouraged to draw on international case studies and journal articles as part of the research in developing the marketing management project proposal and project and to relate international theories and concepts in the preparation and development of the project relating to the global aspect of business and management.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 07/01/2019 | Minor | September 2019 | 6,10,11,13 | No |
|  |  |  |  |  |

Revised FSO Jan 2018