1. KentVision Code and title of the module

BUSN9001: Marketing Report

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

30 credits (15 ECTS)

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

Summer

## Prerequisite and co-requisite modules and/or any module restrictions

BUSN9200 Research Methods & Consulting Skills

## The course(s) of study to which the module contributes

Compulsory to the following courses:

MSc Marketing

MSc Marketing with an Industrial Placement

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

8.1 conceptualise a research topic or question on marketing, design and apply an appropriate research methodology and clearly articulate this within a report;

8.2 identify and apply appropriate marketing tools and techniques to support the report;

8.3 produce a comprehensive report in the required format that integrates and communicates knowledge gained from the MSc Marketing course;

8.4 demonstrate a deep understanding of and competency in their individual marketing project domains.

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

9.1 demonstrate competence in quantitative and/or qualitative marketing skills applied to marketing problems;

9.2 conduct critical research into marketing issues;

9.3 identify, find, record, organise, manipulate and communicate comprehensive knowledge relevant to the development and management of organisations.

## A synopsis of the curriculum

Under the guidance of a subject specialist (an allocated supervisor) this module involves the identification of a complex and substantive marketing problem which can be framed within relevant academic literature. The identified problem and subsequent research questions will enable students to collect and analyse primary and/or secondary data, to develop well thought out arguments along with supportable conclusions and recommendations. This module concludes the MSc Marketing studies and enables the acquisition of research-led skills essential for any future marketing expert.

There are two options for the marketing report: a consultancy report (which looks at a firm and/or industry problem) as well as a traditional academic report – a dissertation.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Total contact hours: 8

Private study hours: 292

Total study hours: 300

## Assessment methods

* 1. Main assessment methods

Individual Marketing Report (8000 – 10000 words) (100%)

This can be either a consultancy report (which looks at a firm and/or industry problem) or a traditional academic report – a dissertation.

13.2 Reassessment methods

Reassessment Instrument: 100% project

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | 81 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Private Study** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Supervision | **X** | **X** | **X** | **X** |  |  | **X** |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *Marketing Report (8000-10000 words)* | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## Inclusive module design

The Division 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

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

Internationalisation is reflected in the learning outcomes, content and assessment which include a focus on marketing theories and practice in both domestic and international business environments.

**DIVISIONAL USE ONLY**

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

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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