1. **Title of the module**

BUSN9068 (CB9068) Marketing Report

1. **Division 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 7

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

45 credits (22.5 ECTS)

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

Spring or Summer

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

None

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

MSc Marketing

1. **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 report in the required format that integrates and communicates knowledge gained from the MSc Marketing programme;

8.4 gain a deeper understanding of and competency in their individual marketing project domains.

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

9.1 demonstrate competence in numeracy and quantitative marketing skills including the use of models of marketing situations and qualitative research skills;

9.2 conduct research into business and management issues;

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

1. **A synopsis of the curriculum**

This module will enable students to write a high quality Marketing Report on a marketing and/or business related issue which both supports their immediate career objectives and satisfies the examination requirements first time.

Indicative topics are:

* Conducting research in marketing
* Identification of marketing management issues and relevant research objectives
* Preparation of a marketing report
* Literature reviews
* Marketing and business research methodologies
* Data collection and interpretation
* Structuring and writing a marketing and management report
* Communication of findings from the marketing report
* Ethics in the research process

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

Babbie ER (2013) *The Practice of Social Research*, 13th Edition, Cengage Learning. ISBN: 9781133050094.

Blumberg B, Cooper DR, Schindler PS (2011) *Business Research Methods*, 3rd European Ed, McGraw Hill. ISBN: 19780077129972.

Moisander J, Valtonen A (2006) *Qualitative Marketing Research: A Cultural Approach*, Sage Publications. ISBN: 9781412903813.

Sekaran U, Bougie R (2013) *Research Methods for Business: A Skill Building Approach*, 6th Edition, Wiley. ISBN: 9781119942252.

Weyers J, McMillan K (2007) *How to Write Dissertations and Project Reports*, Prentice Hall

1. **Learning and teaching methods**

Total contact hours: 8

Private study hours: 442

Total study hours: 450

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

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

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* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |
| *Private Study* | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Supervision* | **X** | **X** | **X** | **X** |  |  | **X** |
| **Assessment method** |  |  |  |  |  |  |  |
| *Report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **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

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

Canterbury

1. **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**

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

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