1. **Title of the module**
   Major Project (Digital Marketing) – PRSN6127

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   30 credits (15 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   Autumn, spring or summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   BSc Digital Marketing
   BSc Digital Marketing (Integrated Degree Apprenticeship)

8. **The intended subject specific learning outcomes**
   **On successfully completing the module, students should be able to**
   
   8.1 Identify and define organisational/industrial/consumer based problems or opportunities which require a justifiable and substantial level of structured research activity.
   
   8.2 Critically review and synthesise a variety of source materials (potentially arising from both the business and academic worlds) which are appropriate to the issue identified in order to further understand the situation they are investigating.
   
   8.3 Devise a justified research methodology (research methods, data collection, data analysis) suitable to the business context in order to achieve the research objectives set.
   
   8.4 Objectively and effectively present research data in a manner suitable to its intended audience.
   
   8.5 Interpret research data gathered on the organisational/industrial/consumer based problem or opportunity within the light of appropriate business and academic source materials.
   
   8.6 Discuss the implications of the research findings and make appropriate recommendations in light of the identified organisational/industrial/consumer based problem or opportunity.

9. **The intended generic learning outcomes**
   **On successfully completing the module, students should be able to:**
   
   9.1 Work under pressure and unsupervised
9.2 Consider the impact of work on others, especially where related to culture, diversity and equality
9.3 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines
9.4 Demonstrate enthusiasm and have a thorough and flexible approach to work
9.5 Demonstrate logical thinking and a creative approach to problem-solving to systematically analyse and apply structured techniques to complex systems and situations.

10. A synopsis of the curriculum
This module allows students to demonstrate independence by allowing the freedom to design and conduct a research project associated with their own area of interest within the discipline of digital marketing. This module aims to allow students to independently identify organisational, industrial, or consumer-based problems, opportunities, or issues that require a substantial level of structured research activity in order to draw significant conclusions/recommendations, in the form of a consultancy project. This module will allow students to contextualise real-life problems or opportunities, applying the knowledge, skills and understanding they have developed during the course to the issues at hand. Students will be exposed to various research methods, data collection, and analytical tools as part of the course and will be encouraged to take a critical view of such activities in order to determine their own methodologies appropriate to the issues, opportunities or problems they see within a business setting.

Overview of syllabus:

- Defining the business problem/opportunity/issue. This will include how to tackle defining a client’s (organisation / consumer / employee / manager etc.) problem/opportunity or issue. This will emulate the first stage in the consultancy process.
- How to use various primary and secondary sources within a business consultancy project. Here the aim is to understand the nature of business-orientated research and to see how the knowledge, skills and understanding developed on the course can help in consultancy projects through the clarification of a problem/opportunity/issue in order to gain further insight into how to investigate the situation effectively.
- Research Design: Outlining the various methods that are available in order to research a defined problem/opportunity/issue.
- Data Analysis: Outlining the various methods that are available in order to analyse data collected. This will include considering the differences between analysing quantitative and qualitative data.
- Devising Recommendations and Communicating Findings: Insight will be provided on how to best substantiate recommendations to withstand scrutiny when communicating the results of a consultancy project. Here experienced consultants will be used to provide insight.

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)
12. **Learning and Teaching methods**

   Total contact hours: 25  
   Total private study hours: 275  
   Total module hours: 300

13. **Assessment methods.**

13.1 Main assessment methods  
The assessment for this module shall be as follows:  

   Individual research proposal 1 000 words (10% of final grade)  
   Individual 8 000 -word research paper (90% of final grade)

13.2 Reassessment methods
14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

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15. **Inclusive module design**

The Collaborative Partner 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; and

b) Learning, teaching and assessment methods.

16. **Campus(es) or Centre(s) where module will be delivered:**

Pearson College London

17. **Internationalisation:**

Organisations need to cater for international markets and consumer preferences. The level of personalisation is critical across all digital platforms in order to give each consumer a very engaging customer experience. In this module, students will look at how to deliver this compelling customer experience across borders.

18. **Partner College/Validated Institution:**
19. **University School responsible for the programme**
   Kent Business School

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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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<tr>
<th>Date approved</th>
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