Module Definition Form (MDF)

Module code: MOD007677	**Version:** 2 **Date Amended:** 08/Feb/2024

1. Module Title
Marketing Major Project

2a. Module Leader
Cassie Jones

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
7

3b. Module Type
Project or dissertation (fine graded)

4a. Credits
60

4b. Study Hours
600

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	MSc Marketing; MSc Brand Management		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This major project module allows you to engage in a substantial individual primary and/or secondary research project focussed on a topic relevant to your business degree and specialist subject area under the supervision and guidance of a member of academic staff. Supervisors will discuss with you the contemporary research problems and issues based on your research and practice, and you will conduct literature reviews, evaluate and critically appraise a range of information, investigate and adopt suitable theoretical frameworks, research methodologies and methods, and process and analyse data to produce a coherent and justified solution to the problem(s) identified. Throughout the module your supervisor will support you in terms of content and skills development so that you can work semi-autonomously on your individual research project. This is achieved through regular supervisory meetings throughout the year, which will allow for individual discussion of the tasks that will have to be completed in order to develop the project smoothly.

6b. Outline Content

Research Methods Training

- Introduction to research
- Research traditions
- Philosophical approaches
- Finding and reviewing academic literature
- How to decide on a research topic
- The research question
- Research ethics
- Sampling
- Quantitative data collection techniques
- Quantitative data analysis
- Qualitative data collection techniques
- Qualitative data analysis

Major Project

The outline content will be appropriate to the topic and field of marketing. Course Group or course specific module guides (as well as liaison with the supervisor) will provide further detail as to the resources available and the student managed learning to be undertaken.

* Prepare a bibliography and reference appropriately in Harvard Referencing Style; * Summarise findings in an appropriate style; and * Prepare a final version of the project for submission to a deadline.

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Demonstrate understanding of the nature of research and research methods
2	Knowledge and Understanding	Establish a method for investigation and exploration of key concepts models and principles
3	Knowledge and Understanding	Present an effective argument to support relevant conclusions, evaluating complex issues
4	Intellectual, practical, affective and transferrable skills	Develop a poster plan of research, data collection and analysis in a professional matter, noting the link between methods and context.
5	Intellectual, practical, affective and transferrable skills	Justify and rigorously apply appropriate marketing theories and concepts
6	Intellectual, practical, affective and transferrable skills	Formulate solutions to business or marketing management problems in discussion with peers, clients, mentors and others;

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	0	N/A	N/A
Other teacher managed learning	30	1-6	6 x 3 hour online lectures/webinars related to key concepts and frameworks in Marketing This will be supported by at least 3 x 4 hours of group supervision on research methods. The specific details of the online/blended supervision will be agreed between the students and the supervisor in advance at the start of the module.
Student managed learning	570	1-6	Wide range of online activities as agreed between the student and supervisor and entrepreneurial organisation if relevant as appropriate to the task.
TOTAL:	600		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	100 (%)	Fine Grade	40 (%)
15,000 Research Portfolio					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]