



Module Definition Form (MDF)

Module code: MOD011351	Version: 1 Date Amended: 11/Apr/2025
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1. Module Title
Applied Engagement, Education and Advocacy

2a. Module Leader
Null

2b. School
Writtle School of Agriculture, Animal and Environmental Sciences

2c. Faculty
Faculty of Science and Engineering

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module, you'll be encouraged to integrate research from multiple disciplines and real-world case studies to develop innovative new approaches to sharing key information, engaging diverse audiences, and advocating for improvements in environmental policy, funding and public support. You'll have the opportunity to draw on the knowledge you've gained throughout the course to design evidence based projects across a range of conservation engagement, education and advocacy contexts.

Within this module, you'll develop skills in people management, planning, communication and professional conduct. In addition, you'll have the opportunity to design and create your own conservation interventions.

6b. Outline Content

This module takes a collaborative and interdisciplinary approach. The first section will evaluate educational theory in relation to conservation engagement. Following this, students will work with their tutor and peers to evaluate case studies, using the theories and techniques learned in previous and concurrent modules. Students will be encouraged to develop scholarship in areas of their own interest, working collaboratively to develop holistic approaches to specific issues.

The portfolio for this course will be based on an individual or group project designed and implemented by the students, with support from staff. Students will be asked to synthesise the contents of previous modules to create industry-standard engagement projects, with a focus on their own areas of interest..

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	Intellectual, practical, affective and transferrable skills	Synthesise theories and approaches to education, engagement and behaviour change to create effective approaches to advocate for the natural environment
2	Intellectual, practical, affective and transferrable skills	Critically evaluate case studies in conservation from an interdisciplinary perspective
3	Intellectual, practical, affective and transferrable skills	Develop mixed-methods strategies for education, engagement and/or advocacy

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	33	1-3	Lectures
Other teacher managed learning	6	1-3	Workshops
Student managed learning	111	1-3	Self-Directed Learning
TOTAL:	150		

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	Practical	1-3	100 (%)	Fine Grade	30 (%)
Student Conference - Student conference in which each student has the opportunity to present project proposals, and engage in peer, staff and external body feedback.					

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]
