

MODULE DESCRIPTOR

TITLE	Dissertation
SI MODULE CODE	25-7C09-00S/C/N
CREDITS	45
LEVEL	7
JACS CODE	
SUBJECT GROUP	<i>Marketing</i>
DEPARTMENT	<i>Management</i>
MODULE LEADER	<i>Anne Lindley-French</i>

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
6		444	450

**to be used for Key Information Sets - see Module Descriptor guidance notes*

MODULE AIM

The overall aim of this module is to allow students to develop a deeper insight in a chosen area of study within the field of marketing. Students will demonstrate critical thinking, originality and independence of enquiry to produce a comprehensive piece of original research within an appropriate area.

MODULE LEARNING OUTCOMES *(up to 4 LOs max)*

By engaging successfully with this module a student will be able to:

1. Identify and develop a current and relevant conceptual issue associated with the field of marketing with a view to delivering a substantial piece of original research around this.
2. Demonstrate a rigorous and critical understanding of the theory and literature relevant to the marketing issues under investigation and to locate the research within this body of literature.
3. Select, justify and rigorously apply an appropriate research methodology (including consideration of alternative methodologies) in a reflective manner.
4. Locate, evaluate and synthesise a range and depth of data relevant to an internationalisation issue and reflect upon the limitations of the research, the wider relevance of the findings, and the extent to which the research contributes to understanding.

INDICATIVE CONTENT

Students can choose their topics from a wide range of issues. These need to have relevance to the individual degree discipline of International Marketing or Strategic Marketing. Students are encouraged to select topic areas in which they have had tuition, although this is not a requirement.

The dissertation should ideally be issue or problem centred, although the use of hypotheses will not be discouraged. It should focus upon a transferable marketing issue of concern to many organisations, so that conclusions of general applicability may be drawn. If the research is centred upon one organisation, a high priority should be given to developing valid generalisations and to critically analysing the relevant concepts rather than simply conducting a market research based study around that organisation. The dissertation should also be concerned with informing practice with theory.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

There is formative development in the dissertation via the Research Methods module in the first instance. The Research Methods module is highly integrated with the Dissertation module. It gives students guidance on issues such as topic areas, topic selection, the supervision arrangements, the requirements of a dissertation, the writing of a dissertation and all methodological issues. This includes use of learning sets to try and encourage peer reflection and to bring different experiences of research to students' attention.

This is augmented by information contained in the dissertation module guide, online resources, such as the Postgraduate Dissertation guide, and the supervision process itself. The supervision process is primarily on a one-to one basis, though can involve the use of learning sets. The form that this takes is at the discretion of the tutor / learner. Students are encouraged to commit to certain milestones in terms of submission of different chapters in order to encourage progress.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Dissertation	CW	100%	13-15,000 words	N
2					Y / N
3					Y / N

Assessment task limit of a max of **two tasks per 20 credits, and a max of **three** tasks for a module larger than 20 credits*

*** Timetabled examinations - duration must be whole numbers of one, two or three hours and ten minutes of reading time will be added on to this as standard.*

FEEDBACK

Students will receive feedback on their performance in the following ways

Feedback will be given formatively via the Research Methods module. The module is designed to be delivered at time to feed forward into the occurrence of the dissertation module, depending on whether students commenced in January or September. In the assessment for Research Methods, students are encouraged to develop their topic area for a dissertation. The first assignment addresses sources of methodological reasoning and academic literature and students are given guidance on the depth and range of their literature search, in addition to guidance as to the topic itself in terms of its suitability for a Masters level dissertation in the appropriate area of Marketing. The second assignment gives detailed feedback on the application of methodological issues and the robustness of the topic chosen.

This process is continued and reinforced during the supervision process. Here, tutors are given a manageable number of tutees. Under normal circumstances this is envisaged to be a maximum of 6 students from any one intake of students. An attempt is made to match tutors to topics that fall within their area of expertise, as far as is possible, so as to maximise the insight on topics. The manner in which formative feedback is given is partly at tutors' discretion, although it is envisaged that tutors meet with students on a one-to-one basis on at least a couple of occasions. Tutors should also encourage students to agree deadlines and get them to adhere to them.

In terms of guidance electronically, it is envisaged that tutors give guidance on the content / direction of the work, as opposed to proof reading drafts. Tutors will give students clear guidance on the strengths and weaknesses of different chapters, and how they might address areas that need development. If feedback is done holistically, this should help students achieve the

different learning objectives. Full written feedback will of course be given to students within the assessment criteria above.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Students will have a dissertation module learning scheme that has details on issues such as topic selection, format of a dissertation, presentation of a dissertation and expectations of the supervision process. This will be augmented by the University's on-line Postgraduate Dissertation Guide. The blackboard site will also incorporate learning resources of relevance for a dissertation. Lastly, the turnitin facility will allow students to check drafts of chapters are compliant with the University's rules on plagiarism. Given that each topic is different, it is not possible to put subject material in blackboard. However, tutors will signpost possible sources of literature for each topic.

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y / N
EXISTING MODULE - NO CHANGE	Y / N
Title Change	Y / N
Level Change	Y / N
Credit Change	Y
Assessment Pattern Change	Y / N
Change to Delivery Pattern	Y / N
Date the changes (or new module) will be implemented	MM/YYYY

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	04/05/2015	25/08/2015
Course Intake 2	12/01/2016	15/05/2016
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	N
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	Y / N

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance notes.	