

## **MODULE DESCRIPTOR**

<b>TITLE</b>	CONSULTANCY PROJECT 1			
<b>SI MODULE CODE</b>	44-7925-00S/N			
<b>CREDITS</b>	15			
<b>LEVEL</b>	7			
<b>JACS CODE</b>	N500 - Marketing			
<b>SUBJECT GROUP</b>	MARKETING - SBS			
<b>DEPARTMENT</b>	Management			
<b>MODULE LEADER</b>	Andrew Constable			
<b>NOTIONAL STUDY HOURS BY TYPE</b>	Tutor-led	Tutor-directed	Self-directed	Total Hours
	12	38	100	150

## **MODULE AIM(S)**

To place students into a live company environment in order to provide them with the opportunity to apply elements of the theoretical and conceptual knowledge developed within the programme.

To undertake a marketing related task for an external client within a real-time framework under actual market conditions.

## **MODULE LEARNING OUTCOMES**

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

- Develop and negotiate clear, practical and realistic terms of reference which are then shown to be clearly achieved in the final report.
- Effectively implement the designated research strategy, successfully gathering relevant information and operationalising the work plan.
- Use effective and appropriate communications techniques to present the outcomes of the consultancy project.
- Produce documentary reports appropriate for the needs of the target audience which have clarity and are effective in presenting the outcomes of the project.

## **INDICATIVE CONTENT**

**These are examples of the content of the module**

The module is essentially practically based but will be underpinned by learning sessions which will include:

- The consultancy process
- Working with clients
- Developing group working competences
- Research methods and skills
- Managing projects and project design
- Relating information to action
- Presentation skills

Projects will:

- be a specific marketing problem currently faced by an existing or emerging company encompass a need for secondary and original research, requiring some form of analytical audit

## **LEARNING AND TEACHING METHODS**

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

Key concepts on the skills needed for group work and consultancy work will be introduced in class through lectures and group discussion

- Students will be expected to undertake directed reading to reinforce their levels of knowledge and understanding.
- Regular meetings with supervising tutors to review project progress and offer the counselling, advice, education and encouragement needed
- Formative feedback through these meetings will act as a key progress indicator
- Students will have access to the relevant skills packs and key skills online
- The University's Learning Centre will give access to significant amounts of supporting academic work and market information required to support learning and assessment.

### **ASSESSMENT STRATEGY AND METHODS**

This module will be assessed by one group piece of work in report format in addition to a presentation of project findings and recommendations. The report will be provided to the client but for the University submission. In addition the students will be required to complete and individual self reflection on their learning during the module.

Task No.	Task Description	Task Type	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Report and Project Management	Coursework	70	3500	No
2	Client Presentation	Group Activity	30	1500 equivalent	No

### **ASSESSMENT CRITERIA**

Learning Outcome from Module Description	Below 40%	40-49%	50-59%	60-69%	70% +
Develop & negotiate clear, practical and realistic terms of reference which are then shown to be clearly achieved in the final report	Unrealistic, inappropriate and poorly expressed objectives, work undertaken varies from original or revised agreed outcomes. Little or no client management. Objectives not met.	Minor variances to agreed project terms of reference. Underlying objectives achieved but not in any real depth.	Achievable and appropriate objectives coupled with a realistic work plan. Reasonable attempts made at managing the client expectations and negotiating variances. Some depth achieved in project activities.	Well thought through objectives .A reasonable attempt made at gathering sufficient data in enough depth to provided rounded responses to client needs.	Clear and achievable approach based on well thought out objectives, focussed on providing appropriate data to address underlying client needs. Remains focussed on objectives throughout.
Effectively implement the designated international marketing research strategy, successfully gathering relevant information and operationalising the work plan	Ineffective management of the project resulting in fragmented and ineffective data being gathered. Poor process management, little depth of analysis.	Poor management of the process but appropriate data gathered on the relevant international market which has allowed some of the underlying objectives to be met to a minor degree. Low level of analysis	Reasonable attempt at managing the process. Realistic approach adapted to the task in hand. Some appropriate data gathered on the relevant international market and applied in a realistic manner	Good management of the process. Obvious attempts being made to explore the issues and to gather appropriate data in order to address the international marketing issues Evidence of good approach to data	Excellent management of the process. Co-ordination of group activities resulting in maximum use of resources and effective gathering of appropriate data. Evidence of a great depth of analysis of international

			but lacking any real insight.	gathering.	markets, applied to a high standard.
Use effective and appropriate communications techniques to present the outcomes of the consultancy project	Unclear and fragmented presentation of findings / recommendations. Poor or inappropriate use of data, does not address objectives.	Objectives not fully addressed and/or presented in a confusing format. Recommendations and findings evident but unclear.	Objectives addressed but lack total clarity in delivery. Some of the findings / recommendations addressed.	Objectives addressed and reasonable attempt at presenting recommendations / findings and a clear and unambiguous way.	Excellent structure and framework ensuring objectives met and the findings and recommendations clearly communicated to the client in an appropriate manner.
Produce documentary reports appropriate for the needs of the target audience which have clarity and are effective in presenting the outcomes of the project	Poorly structured, lacks appropriate framework to effectively communicate recommendations / directions to the client. Lack of commercial appreciation.	Some attempt at addressing the needs of the client and their intended use of the document. Poor or ineffective framework.	Adopts an appropriate framework and attempts to acknowledge the needs of the client and their use of the document. Key observations / recommendations clearly evident.	Data and findings presented in a clear and useable format. Sufficient content to allow the document to stand alone without the need to seek extensive clarification of comments included or recommendations made	Excellent clarity of expression and structure. Of use to the client and constructed with their specific needs in mind.

## **FEEDBACK**

### **Students will receive feedback on their performance in the following ways**

The module leader will provide written feedback on the coursework in accordance to university guideline. The assessment is Summative. Informal formative feedback on students' performance will be provided during the module.

## **LEARNING RESOURCES (INCLUDING READING LISTS)**

CORE TEXT: Cropper, A (2009); International Consultancy Project, Cengage Learning

- Blackboard as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials/approaches
- classroom VCR and AV equipment
- marketing strategy and research texts
- marketing and business journals
- paper-based and online databases of market and company information access to a PC and printer

**SECTION 2 'MODEL A' MODULE (INFORMATION FOR STAFF ONLY)****MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION****MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE**

NEW MODULE	No
EXISTING MODULE - NO CHANGE	Yes
Title Change	No
Level Change	No
Credit Change	No
Assessment Pattern Change	No
Change to Delivery Pattern	No
Date the changes (or new module) will be implemented	n/a

**MODULE DELIVERY PATTERN**

Module Begins	Module Ends
02/12/2013	04/12/2013
28/01/2013	10/05/2013

Is timetabled contact time required for this module?	Yes
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Are any staff teaching on this module non-SHU employees?	No
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**MODULE ASSESSMENT INFORMATION**

Does the Module Require Either	
Overall Percentage Mark of 40%	Yes
Overall Pass / Fail Grade	No

**FINAL TASK**

According to the Assessment Strategy 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 Strategy)	Task No. 2
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**MODULE REFERRAL STRATEGY**

Task for Task (as shown for initial assessment strategy)	Yes
Single Referral Package for All Referred Students	No