

<b>MODULE TITLE</b>	Academic Research and Reflection				
<b>MODULE LEVEL</b>	7				
<b>MODULE CREDIT POINTS</b>	15				
<b>SI MODULE CODE (if known)</b>	44-7924-00S				
<b>MODULE JACS CODE</b>	N550				
<b>SUBJECT GROUP</b>	SG-44012 Marketing - O&M				
<b>MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery)</b> NB "Semester 3" ends on 31 July each year					
<b>LONG (2 semesters)</b>		<b>SHORT (1 semester)</b>		<b>NON-STANDARD DELIVERY</b>	
Sem 1 & 2		Sem 1		Start Date	
Sem 2 & 3		Sem 2	✓	End Date	
		Sem 3			
<b>MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)</b>					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>					
Overall Module Pass Mark if other than 40% (subject to approval)					%
<b>MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)</b>					
Is a timetabled examination required for the assessment of this module?					
Is a timetabled examination required for the reassessment of this module?					
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					
<b>MODULE STATUS (✓ as applicable to status of module in the context of current proposal)</b>					
<b>Unchanged:</b> an existing module, presented as unchanged from previous years					
<b>Modified:</b> an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					
<b>New:</b> new module to be approved through current validation process					✓
<b>If status is 'Modified', please give date when modified version is to be available from</b>				<b>Modified Version Available from 05/01/09</b>	
<b>Breakdown of notional study hours by type</b> (Typically requires 10 hours of notional study time for 1 CATS credit)	<b>Tutor-Led (Contact Hours)</b>	<b>Tutor-Directed Study</b>	<b>Self-Directed Study</b>	<b>TOTAL STUDY HOURS for this Module</b>	
	26	16	108	150	
<b>OTHER COURSES FEATURING THIS MODULE (please list below)</b>					
MSc Global Strategic Marketing					
MSc International Marketing					

## **1 AIM OF THIS MODULE**

1. To provide the students with a learning framework to enable them to carry out in-depth investigations of marketing issues
2. To encourage students to develop a reflective approach by pursuing a specific area of marketing of their own interest
3. To provide an opportunity for students to critically evaluate published empirical research and apply it to the marketing context of their choice
4. To provide students with an understanding of the use of the different research methods to carry out primary research in their area of interest

## **2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO**

1. Develop coherent arguments and reach conclusions about the key influences and factors affecting a chosen problem or issue
2. Identify the characteristics of a good research project
3. Demonstrate the ability to understand the critical underpinning concepts and critically review published material
4. Understand the variety of research methods and styles available and their relative merits and evaluate alternative strategies for investigating an issue or problem in detail

## **3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE**

1. Current theories and thinking in marketing and application in specific marketing contexts
2. approaches to management research and investigations: purpose, process, logic and outcomes
3. The role of theory within the selection of research methodology
4. Research design strategies and methods to collect empirical data
5. Evaluation of research design, reliability, validity, applicability and generalisability

## **4 THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES**

The learning philosophy aims to encourage students to develop analytical, evaluative and critical patterns of thought. To achieve this, a variety of teaching and learning methods are used in order to offer a diversity of approach and to meet differing needs and expectations of the students and the contexts in which their work is carried out. These include:

- Lectures which are used to introduce concepts and to provide frameworks for their investigative work
- Seminars/small group discussions which provide a forum for students to present their views, critically discuss specific issues and explore their own and colleagues' research contexts in depth. The group will also act as learning sets that will facilitate review and reflection on lessons that have been learnt during the module
- The investigation. This will require students to apply and integrate their learning from the various subject areas covered by the modules on this course. The approach used will also require students to self-manage their own research work on their chosen topic and its associated marketing context and within the seminar / small group discussions, formative feedback will feature as a key progress indicator and motivator.

## 5 **THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES**

The degree of attainment of the learning outcomes for the module will be assessed through 100% coursework. This will comprise one individual piece of work in essay or report format.

The assessment will require students to carry out an investigation of an internationally relevant marketing topic of their choice set within a specific marketing context and to identify an academically driven area of research around that topic. They will then be required to demonstrate an understanding of methodological reasoning and research planning by presenting their work in the form of a research proposal.

The assessment criteria for the full range of marks are given in detail below.

**TABLE A: ASSESSMENT TASK INFORMATION**

<b>ASSESSMENT TASK</b>	<b>% weighting of overall module mark</b>	<b>Duration of task / word count / length of exam</b>	<b>In-module retrieval available?</b>	<b>Individual task pass mark ONLY IF OVER 40%**</b>
Individual written paper	90%	Research Proposal; 4-4500 words	No	
Quiz	10%	BlackBoard delivered, 'timed' 20 min quizzes. Series of 5 over the semester	No	

**TABLE B: RE-ASSESSMENT TASK INFORMATION**

<b>ASSESSMENT TASK</b>	<b>% weighting of overall module mark</b>	<b>Duration of task / word count / length of exam</b>	<b>In-module retrieval available?</b>	<b>Individual task pass mark ONLY IF OVER 40%**</b>
Individual coursework utilising material from the original submission	100%	4-4500 words	no	

# ACADEMIC RESEARCH & REFLECTION - ASSESSMENT CRITERIA

Learning Outcome	Below 40%	Pass, 40-49%	50-59%	60-69%	70%+
Develop coherent arguments and reach conclusions about the key influences and factors affecting a chosen problem or issue.	Inadequate and confused arguments and conclusions about the key influences and factors affecting a chosen problem or issue	Correct but limited arguments and conclusions about the key influences and factors affecting a chosen problem or issue	Clear explanation, arguments and conclusions about the key influences and factors affecting a chosen problem or issue	Detailed explanation and use of wide-ranging arguments and conclusions about the key influences and factors affecting a chosen problem or issue	Comprehensive explanation and application of wide-ranging arguments and conclusions about the key influences and factors affecting a chosen problem or issue
Identify the characteristics of a good research project	Incomplete, confused, and/or inappropriate understanding of the characteristics.	Understanding of the characteristics.	Clear understanding of the characteristics. Clear and focused consideration of strengths and weaknesses	Effective understanding of the characteristics. Clear and focused consideration of the strengths and weaknesses	Well-explained, comprehensive and perceptive analysis of the characteristics. Comprehensive, critical evaluation.
Demonstrate the ability to understand the critical underpinning concepts and critically review published material	Inadequate and confused understanding of the techniques.	Correct explanation and appropriate use of some techniques.	Correct explanation and appropriate use of a wide range of techniques. Able to apply them...	Correct explanation and appropriate use of a wide range of techniques. Able to effectively apply them.	Correct explanation and appropriate use of a wide range of techniques. Able to effectively apply them and critically evaluate them.
Understand the variety of research methods and styles available and their relative merits and evaluate alternative strategies for investigating an issue or problem in detail	Inadequate and confused knowledge of methods and styles shows little familiarity with the methods studied.	Correct explanation and appropriate use of some the methods and styles.	Correct explanation and appropriate use of methods and styles.	Correct explanation and appropriate use of a methods and styles. Able to effectively evaluate appropriate strategies	Correct explanation and appropriate use of a methods and styles. Able to effectively and critically evaluate appropriate strategies.
All	Little or no evidence of additional reading	Some additional material introduced	Appropriate use of a reasonable level of further material	Introduction of a wide range of additional supporting material	Appropriate use of a comprehensive range of relevant additional material
All	Poorly structured report, lacking clarity. Poor grammar	Some appropriate structure.	Reasonable structure and clarity. Few grammatical errors	Clear and logical communication. Accurately presented	Exceptional written communication skills. Professionally presented

## **6 THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE**

The module leader will provide constructive, critical written (typed) feedback on coursework in accordance with University guidelines and within three weeks of submission. The assessment is summative.

Students will be directed towards their final submission via a series of weekly activities / tasks. This will allow informal, formative, and immediate feedback on their performance and progress towards the final submission to be provided during the module through the seminar/small group sessions.

These tasks will include a series of 5 quizzes which will receive online feedback at the end of the test windows. This will be summative.

## **7 THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE**

Taught session resources:

- Classroom VCR and AV equipment and PowerPoint.
- Whiteboard and Flip-chart

Student directed learning:

- Blackboard as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials/approaches
- Research methods texts
- Marketing and business journals
- Sector specific texts and journals
- Paper-based and online databases of market and company information
- Current and contemporary news media
- Access to a PC and printer