MODULE TITLE	Consultancy Project 1
MODULE LEVEL	7
MODULE CREDIT POINTS	15
SI MODULE CODE (if known)	44-7925-00S
MODULE JACS CODE	N550
SUBJECT GROUP	Marketing

MODULE DELIVERY PATTERN (✔ as applicable or give dates for non-standard delivery)
NB "Semester 3" ends on 31 July each year

LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1		Start Date	
Sem 2 & 3		Sem 2	✔	End Date	
		Sem 3			

MODULE ASSESSMENT PATTERN (✔ as applicable - also complete Table A, Section 5, below)

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. *"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)*	
Overall Module Pass Mark **if other than 40%** (subject to approval)	**%**

MODULE INFORMATION (✔ as applicable - also complete Table A, Section 5

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?	

MODULE STATUS (✔ as applicable to status of module in the context of current proposal)

Unchanged: an existing module, presented as unchanged from previous years	✔
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc	
New: new module to be approved through current validation process	

If status is 'Modified', please give date when modified version is to be available from	Modified Version Available from

Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)	Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module
	12	38	100	150

OTHER COURSES FEATURING THIS MODULE (please list below)

MSc Global Strategic Marketing

MSc International Marketing

1   AIM OF THIS MODULE

- 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.

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

1. Develop and negotiate clear, practical and realistic terms of reference which are then shown to be clearly achieved in the final report

2. Effectively implement the designated research strategy, successfully gathering relevant information and operationalising the work plan

3. Use effective and appropriate communications techniques to   present the outcomes of the consultancy project

4. Produce documentary reports appropriate for the needs of the target audience which have clarity and are effective in presenting the outcomes of the project

3   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

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

- 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

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

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, this will also require an additional chapter requiring students to reflect on their learning during the module.

TABLE A: ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available ?	Individual task pass mark ONLY IF OVER 40%**
Client Report and Presentation	100%		No	

TABLE B: RE-ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Individual written report: critical review of initial consultancy activity, revised research plan and reflective element.	100%	4000 words	no	

CONSULTANCY PROJECT 1 - 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 activates.	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 but lacking any real insight.	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 gathering.	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 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.

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

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.

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

- 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