

<b>MODULE TITLE</b>	Dissertation				
<b>MODULE LEVEL</b>	7				
<b>MODULE CREDIT POINTS</b>	60				
<b>SI MODULE CODE (if known)</b>	25-7C09-00S				
<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 September 2009</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>
		6		594	600
<b>OTHER COURSES FEATURING THIS MODULE (please list below)</b>					
MSc Global Strategic Marketing					
MSc International Marketing					

## **1 AIM OF THIS MODULE**

The dissertation is designed to provide students with the opportunity to enhance their personal development and research skills by exploring in some depth, through independent study, a conceptual issue that is relevant to the field of global marketing/global marketing strategy. Candidates are encouraged to undertake research work that enables them to critically assess and perhaps question conventional marketing wisdom and its application to the marketing/international marketing management and strategy task in a practice context.

The aims of the module are to provide students with the opportunity to:

1. Analyse and develop an issue associated with global marketing management and strategy
2. Evaluate alternative research methodologies and then select and rigorously apply an appropriate research methodology in a reflective manner
3. Demonstrate a critical understanding of the various economic, social and political relationships and interactions that impacted upon the research
4. Demonstrate a detailed knowledge and rigorous understanding of the theory and literature relevant to the issue(s) under investigation
5. Reflect upon and assess the extent to which the research findings and outcomes might be generalised and contribute to the practical understanding of global strategic marketing management and strategy formulation and implementation
6. Demonstrate a critical and reflective understanding of the paradigm associated with the issue that provides the focus for the work and the basis of the mode of engagement with the problem

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

1. Select and explain current research and scholarship underpinning an area of marketing management and strategy formulation and implementation by conducting an empirical research study which would lead to an evaluation of current thinking in the selected area with the possibility of developing new understandings
2. Undertake a significant research project in a selected area of global strategic marketing management which will enable you to make informed judgements about theory and scholarship in relation to that area
3. Critically evaluate relevant secondary and empirical data in a selected field of global strategic marketing management and interpret it appropriately using a justifiable methodology with the potential for developing alternative methodological approaches and syntheses of existing approaches
4. Explain and evaluate the validity of any conclusions drawn from the research and comment upon the extent to which generalisations might be drawn from these conclusions
5. Reflect upon the impact of the student's own presence in the research process by developing an awareness of one's own role, biases and prejudices and the ways in which these are dealt with as the researcher

6. Consider alternative approaches to investigating and analysing marketing management issues from a number of different perspectives
7. Critically evaluate modes of the presentation of data in order to present findings in a clear and logical form using the techniques that are appropriate to the target audience
8. Demonstrate skills of critical evaluation by recognising the significance and value of the research findings
9. Demonstrate planning and interpersonal skills in the conduct of the research

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

The dissertation is designed to provide the capstone for the programme and demands of the student significant analytical and evaluative skills. It requires them to synthesise and build upon material that has been introduced through the earlier parts of the programme and demonstrate a maturity of thinking and intellectual rigour. It also requires the strong sense of self-discipline that is associated with a programme of independent study. Given this, the dissertation acts as the means through which students are able to demonstrate a degree of independence of thought and judgement. It also provides them with the opportunity to explore in detail and issues that is of particular interest to them.

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

The learning philosophy adopted will encourage students to take a critical and independent approach towards the anticipated learning outcomes. To achieve this, students will:

- Meet with an appointed academic supervisor to discuss the research topic, seek advice on methodological issues and background reading and, where necessary, the appropriate methods of presentation
- Meet with the supervisor on an ongoing basis to review the progress being made, to discuss issues emerging from and surrounding the topic, and to receive formative feedback
- Work independently conducting empirical research and a review of the literature
- Be encouraged to reflect upon the process of research

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

The dissertation will be assessed by the student's academic supervisor and moderated according to standard academic procedures

A full threshold assessment criteria grid is given 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>
Dissertation (individual work)	100%	12000 to 15000 words	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>
Dissertation (individual work): reworking of original submission or a new topic	100%	12,000 to 15,000 words	no	

## Dissertation Assessment Criteria

CRITERIA	<40%	40% - 50%	50% - 60%	60% - 70%	>70%
Clarity and achievement of dissertation purpose and objectives	Poorly defined and not met	Defined but not met	Clearly defined and achieved to some extent	Clearly defined and achieved	Ambitious objectives that are clearly defined and fully achieved
Use and critical understanding of relevant theory	Not addressed	A limited coverage of the literature in the area and with poorly developed links and integration with the other parts of the submission	Clearly expressed, with evidence of a good understanding of the relevant theory, but with further scope for its application	Clearly expressed, extensive referencing and comprehensively utilised	A detailed and critical application and critique of concepts, with considerable evidence of a breadth and depth of understanding of the relevant literature
Relevance / justification of methodology and ability to carry out fieldwork	Not addressed, with either no or very limited fieldwork and a reliance on description from own experience	Vague and confused fieldwork which fails to go beyond own experience and/or opinion	Reasonable attempt at dealing with issues and one or more methods used competently	Clearly expressed and applied	Clearly expressed and critically applied and fully evaluated
Analysis of fieldwork	A very limited and pedestrian attempt to analyse the fieldwork. No evidence of an ability to synthesise data collected with the relevant theory to generate conclusions and recommendations.	Some attempt made to analyse the fieldwork, though with problems. A limited ability to synthesise data collected with the relevant theory in order to generate conclusions and recommendations.	A reasonable attempt to analyse the fieldwork. The synthesis of data collected and relevant theory to generate conclusions and recommendations is partially achieved but offers scope for further development	Rigorous analysis of fieldwork and clear evidence of an ability to synthesise the data collected and the relevant theory to generate conclusions and recommendations	A rigorous and creative analysis of the fieldwork and very clear evidence of an ability to synthesise data collected with relevant theory in order to generate pertinent conclusions that reflect insight
Understanding of the implications and limitations of the study	Not addressed	Not explicitly dealt with, although there is some evidence of understanding	Partially addressed and understood	Implications and limitations understood and addressed	Critical evaluation of implications and limitations undertaken
Quality of presentation including referencing and structure	Poor presentation with inconsistent referencing and a confused structure	Reasonable presentation, but inconsistent referencing and an unclear structure	Satisfactory presentation with consistent referencing and clear structure	Good presentation with consistent referencing and a clearly developed and logically structure	Excellent presentation, with scope for publication. Excellent referencing and a very strong structure
Degree of creativity and evidence of learning	Mundane with no evidence of self learning	Pedestrian and little evidence of learning	Some creative aspects, with evidence of learning	Generally creative with evidence throughout of learning	An original piece of work developed largely independently by the student

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

The academic supervisor will provide the student with ongoing written and/or verbal feedback as the work develops

- Following the marking of the work and a meeting of the examinations board, students will be provided with a written assessment of the work against the assessment criteria
- Feedback will be given within the University's timing guidelines

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

Students will be expected to make use of the following learning resources:

- Textbooks and academic journals
- Professional publications
- The research organisation
- Stakeholders' experiences
- Official reports and publications
- Case study material
- The relevant professional bodies
- The resources of the Adsetts Centre including databases and IT based research facilities
- Access to the academic supervisor
- Blackboard as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials/approaches

