

MODULE DESCRIPTOR

MODULE TITLE	Client Sponsored Project		
Module Code	25-6109-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Coursework 40% Coursework 60%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar YES / NO	Long: 2 semesters YES	Short: 1 semester NO	Other delivery pattern:

1 MODULE AIMS

The aims of this module are to:

- provide opportunities for students to integrate their work placement experience with their academic modules;
- encourage students reflect on their professional and academic development and make connections between academia and the practical marketing organisation; and
- provide the opportunity to analyse the marketing operation of a specific organisation, and hence gain a fuller understanding of the nature of marketing management and enhance their own employability in a marketing function.

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Formulate clear and workable terms of reference which can be clearly shown to have been achieved in the final project report;
2. Effectively choose, justify and implement an appropriate research strategy;
3. Use appropriate and effective communication techniques to present the outcomes and recommendations of the project; and
4. Produce a professional report, which is appropriate to the needs of the target audience.
5. Review and evaluate current organisational issues in a chosen vocational area and produce a personal career development plan.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Seminars will be used to explore the key issues to be addressed when undertaking a client sponsored project.

The unit will be assessed by means of individual coursework.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	40%	1000 words	Y
2	Coursework	CW	60%	4000 words	N

4 INDICATIVE MODULE CONTENTS / TOPICS

- project design and management;
- research skills and methods;
- presentation skills; and
- time management skills.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION CAN BE FOUND IN

Module handbook
Assessment briefs
Course/module blackboard site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

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)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review