Module Descriptor

Title	Insights And Trends		
Session	2026/27	**Status**	
Code	LNDN10005	**SCQF Level**	10 (Scottish Credit and Qualifications Framework)
Credit Points		**ECTS (European Credit Transfer Scheme)**	ECTS: 20 (European Credit Transfer Scheme)
School	**Business and Creative Industries**		
Module Co-ordinator	Dr Sultanul Chowdhury		

Summary of Module

The Insights and Trends module is designed to build upon the foundational knowledge and skills developed at Levels 7, 8, and 9, equipping students with the advanced critical thinking and analytical capabilities required to navigate today's dynamic and unpredictable marketing landscape. In an era defined by rapid technological advancements, shifting consumer behaviors, and increasingly complex market dynamics, the ability to identify, interpret, and respond to emerging trends is critical for any marketing-oriented business. This module places a strong emphasis on understanding fast-paced market trends and consumer insights, which are central to the development of effective and forward-thinking marketing strategies.

The module delves into the interplay between consumer behavior, market research, and competitive dynamics, ensuring that students gain a comprehensive understanding of how to contextualize insights within both current and future market environments. It builds on the core principles of consumer behavior and marketing research techniques introduced in Levels 8 and 9, while challenging students to elevate their analytical and problem-solving skills to an advanced level. In today's business environment, marketing professionals and researchers are expected to play a pivotal role in organizational decision-making, acting as the voice of the consumer and the interpreter of market trends. This module prepares students to meet these expectations by fostering a deep understanding of how to leverage insights to drive strategic outcomes.

Through a synthesis of cutting-edge marketing concepts and practical application, the module encourages students to engage with contemporary discussions on modern marketing practices. It emphasizes the development of research, analytical, and problem-solving skills, enabling students to critically evaluate data, identify patterns, and translate insights into actionable strategies. By exploring advanced techniques for trend analysis, lead nurturing, and consumer understanding, students will learn how to create value for organizations and drive sustainable growth.

Ultimately, the Insights and Trends module empowers students to become forward-thinking marketing professionals who can harness the power of consumer and market insights to create competitive advantage and drive organizational success in an ever-evolving global marketplace.

Module Delivery Method	On-Campus[1] ☐	Hybrid[2] ☒	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate a coherent and detailed understanding of a range of technique's available to provide analysis of the market and the competitive context of consumer decision making.
L2	Collect, integrate and analyse market data and employ insight tools to support evidenced- based decisions to drive changes within marketing department to improve marketing decision processes.
L3	Design and implement insight techniques presented within the module to given and chosen scenarios improve to improve their understanding of market trends and insight and in turn improve marketing strategy.
L4	Justify and present in a professional manner his/her decision in the context of assessing relevant best marketing practice.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** SCQF Level 10. Demonstrate a broad knowledge of the main aspects of insights and trends within a marketing environment.

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	Demonstrate an in-depth knowledge and understanding of creativity and problem solving.
Practice: Applied Knowledge and Understanding	**SCQF 10** Apply skills and knowledge to support changing insights within the organisation's marketing process. Applying relevant knowledge and understanding to a range of complex situations. Applying a range of skills, knowledge and understanding of creativity and problem solving to key issues within insights and trends.
Generic Cognitive skills	**SCQF 10** Critical thinking and evaluation of key concepts. Analysing complex business situations, with often limited information.
Communication, ICT and Numeracy Skills	**SCQF 10** Convey complex concepts and theory in a coherent and clear manner. Use ICT to investigate and process data and information. Collect, analyse and communicate a range of numerical and graphical information.
Autonomy, Accountability and Working with Others	**SCQF 10** Ability to work in a team to address complex issues. Using initiative to cooperate and share learning with fellow students. Working and leading teams, taking responsibility for own and others work. Reflecting on personal development and identification of own needs.

Prerequisites	**Module Code** LNDN10005	**Module Title** Insights and Trends
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36

Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	Hours Total 200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Christine Bailey (2020), Customer Insight Strategies: How to Understand Your Audience and Create Remarkable Marketing, Kogan Page.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** At the following link: Academic engagement procedure https://www.uws.ac.uk/media/6588/student-attendance-and-engagement-procedure-september-2023.pdf

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism and Events**
Overall Assessment Results	☐ **Pass / Fail** ☐ **Graded**
Module Eligible for Compensation	☐ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Undergraduate London SAB

Moderator	Temitope Bodunrin
External Examiner	Shabnam Sheikh Weesam
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Assessment 1 – Portfolio of written work – 60%
Assessment 2
Assessment 2 – Written Assignment – 40%
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Portfolio	☒	☒	☒	☒	☐	60%	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Essay	☒	☒	☐	☒	☐	40%	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**

Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter