Module Descriptor

Title	Marketing, Events And Tourism Dissertation		
Session	2026-2027	**Status**	Approved
Code	MARK11024	**SCQF Level**	**SCQF 11**
Credit Points	60	**ECTS (European Credit Transfer Scheme)**	30
School	**Business and Creative Industries**		
Module Co-ordinator	X Guo		

Summary of Module

This module aims to provide students with an opportunity to undertake a sustained, rigorous and independent investigation of a topic relevant to the fields of marketing, events and/or tourism. The dissertation should consist of original work. It should be informed by the theoretical and practical knowledge and expertise which the participant has developed through other modules. It should focus on a theme, topic or problem which is relevant to the interests of the student and the subject of their degree.

The resulting dissertation should not only present and interpret research findings but also critically evaluate the research design and methodology employed, and identify the outcomes of the research in terms of possible developments and changes.

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 ☒	

[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

Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Evidence competence related to issues pertinent to the production of a masters dissertation
L2	Demonstrate the ability to undertake a critical literature review
L3	Exhibit an advanced level of understanding of the application of research philosophy
L4	Show competence in the selection and use and analysis of data
L5	Plan and produce a substantial piece of advanced independent work related to the theories, concepts and practical issues addressed in the taught course modules

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 11** Review the theoretical perspectives on a selected topic related to marketing, events and/or tourism. Demonstrate knowledge and understanding of this topic.
Practice: Applied Knowledge and Understanding	**SCQF 11** Evaluate challenges and opportunities in the selected project topic. Retrieving, interpreting and manipulating primary and secondary information from a variety of sources including electronic sources.
Generic Cognitive skills	**SCQF 11** Reflect critically on the selected topic relevant to marketing, events and/or tourism and within differing organizational contexts. Giving in-depth reasoned analysis within a chosen scenario, identifying challenges and ways of addressing this.
Communication, ICT and Numeracy Skills	**SCQF 11** Communicating effectively and appropriately in speech and writing. Interpreting complex secondary materials. Making effective use of information retrieval systems and use information technology applications.
Autonomy, Accountability and Working with Others	**SCQF 11** Working effectively with others in order to secure data and insights into the selected business and management topic. In addition, the student will work on own for larger periods setting personal goals and targets.

Prerequisites	**Module Code**	**Module Title**
	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.

This module is primarily completed via independent study, supported by an academic advisor and a 5-hour timetabled session.

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	5
Independent Study	595
Please select	
Please select	
Please select	
Please select	
TOTAL	600

Indicative Resources

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2023) Research methods for business students. 9th Edn. Harlow: Pearson Education.

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the Module Handbook and on the VLE.

(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 attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

The university is committed to providing a supportive learning environment that actively facilitates student success. In this module, there is a high degree of student-led independent learning. You are academically engaged if you are regularly engaged with scheduled live sessions on-campus and online, including engaging with your supervisor in the dissertation process, course-related learning resources and activities, and with timely completion and submission of forms and assessment.

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. In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate. Module materials comply with University guidance on inclusive learning and teaching, and specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. Where modules require practical and/or laboratory based learning or assessment required to meet accrediting body requirements the University will make reasonable adjustment such as adjustable height benches or assistance of a 'buddy' or helper.
(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 & 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	Marketing, Innovation, Tourism & Events
Moderator	Briony Sharp/Kalyan Bhandari
External Examiner	Jane Johnstone
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	1.09

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Dissertation – 100%
Assessment 2
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
Dissertation/Project report/Thesis	☒	☒	☒	☒	☒	100%	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
N/A	☐	☐	☐	☐	☐		

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

Change Control

What	When	Who
Added 'timetabled support sessions and Q&As' to Learning and Teaching section.	18/2/2025	X Guo
Updated Learning Activities and Student Learning Hours	18/2/2025	X Guo
Updated Student Attendance and Engagement Requirements section	18/2/2025	X Guo
Updated the hours in the Learning and Teaching section	24/4/2026	X Guo