

University of the West of Scotland

Module Descriptor

Session: 2024/25

Title of Module: Marketing, Events and Tourism Dissertation			
Code: MARK11024	SCQF Level: 11 (Scottish Credit and Qualifications Framework)	Credit Points: 60	ECTS: 30 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Xiuli Guo		
Summary of Module			
<p>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.</p> <p>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.</p>			

Module Delivery Method					
Face-To-Face	Blended	Fully Online	Hybrid C	Hybrid 0	Work-Based Learning
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
See Guidance Note for details.					

Campus(es) for Module Delivery						
The module will normally be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	<input checked="" type="checkbox"/>	Term 2	<input checked="" type="checkbox"/>	Term 3	<input checked="" type="checkbox"/>

Learning Outcomes: (maximum of 5 statements) These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module. At the end of this module the student will be able to:	
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 Level 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 Level 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 Level 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 organizational scenario, identifying challenges and ways of addressing this.	
Communication, ICT and Numeracy Skills	SCQF Level 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 Level 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.	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

*Indicates that module descriptor is not published.

Learning and Teaching	
This module is primarily completed via independent study, supported by regular supervision meetings with an academic advisor.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Tutorial/Synchronous Support Activity	20
Independent Study	580
Choose an item.	
Choose an item.	
Choose an item.	

Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	600 Hours Total

****Indicative Resources: (eg. Core text, journals, internet access)**

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. (2019) Research methods for business students. 8th 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.

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(**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 purpose of this module, academic engagement equates to the following:

Engaging in the dissertation process and submissions of required 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](#).

(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
Assessment Results (Pass/Fail)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Briony Sharp
External Examiner	D Morrad
Accreditation Details	e.g. ACCA <small>Click or tap here to enter text.</small>
Changes/Version Number	1.08

Assessment: (also refer to Assessment Outcomes Grids below)

Dissertation – 100%

(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Dissertation/ Project report/Thesis	v	v	v	v	v	100	0
Combined Total for All Components						100%	0 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
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections.	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)