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Module Descriptors

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Session: 2022/23
Last modified: 30/03/2021 10:47:13

Title of Module: Researching Marketing, Tourism and Events

Code: TOUR09023	SCQF Level: 9 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Masood Khodadadi		

Summary of Module

This module enables students to understand the role and value of research methods in the marketing, tourism and events sectors. Students will be exposed to the full research process from philosophy and strategy to a range of research methods and key issues relating to the management and ethical conduct of research.

Students will be exposed to the practical and academic applications of research as we as preparing for the completion of an honours dissertation.

Module Delivery Method

Face-To-Face	Blended	Fully Online	HybridC	HybridO	Work-based Learning
✓		✓			

Face-To-Face
Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.

Blended
A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations

Fully Online
Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.

HybridC
Online with mandatory face-to-face learning on Campus

HybridO
Online with optional face-to-face learning on Campus

Work-based Learning
Learning activities where the main location for the learning experience is in the workplace.

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)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
✓					✓	

◀   ▶

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1		Term 2	✓	Term 3	

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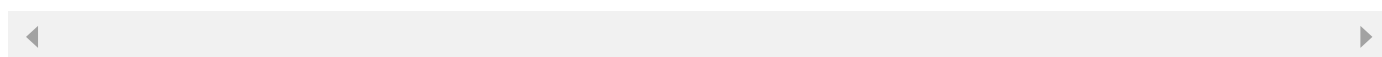| Learning Outcomes: (maximum of 5 statements) |
|---|
| On successful completion of this module the student will be able to:

L1. Demonstrate knowledge of the principal research methods and techniques commonly applied within the fields of marketing, tourism and events.

L2. Demonstrate an understanding of ethical issues impacting upon the completion of a specified research project.

L3. Demonstrate the ability to complete a detailed piece of critical primary research in a subject specific area. |

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 9. Critically understanding social science research philosophy as it relates to marketing, events and tourism. Critically understanding approaches to research design as they relate to marketing, events and tourism. Critically understanding research methods including qualitative, quantitative and desk research. Critically understanding the importance of research ethics.
Practice: Applied Knowledge and Understanding	SCQF Level 9. Retrieving, gathering, interpreting and manipulating primary and secondary information from a variety of sources including electronic sources. Preparing a research plan for a topic located in their subject discipline. Assessing the ethical issues within research generally and also particularly within their own research topic.
Generic Cognitive skills	SCQF Level 9. Undertaking critical analysis and interpretation of qualitative and quantitative data. Collating and interpreting information from a variety of sources, including academic research publications
Communication, ICT and Numeracy Skills	SCQF Level 9. Communicating effectively in speech and writing. Using, interpreting and evaluating numerical, statistical and graphical data. Using a range of IT applications to support and enhance work
Autonomy, Accountability and Working with others	SCQF Level 9. Exercising independence and initiative in preparing a research assignment, while systematically identifying and addressing their own learning needs. Being aware of ethical issues in research. Working effectively, both individually and with others in groups, taking a leadership role where appropriate.

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.

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Learning and Teaching

Students will receive two lectures per week. The first lecture, following a traditional, format, introduces the core concepts and ideas related to the completion of a research project. The second lecture will introduce a range of case studies to students demonstrating the application of research principles and methods in a variety of practical and academic settings.

Tutorials will enable students to develop practical skills including both qualitative and quantitative methods.

Course specific directed readings will further contextualise the module concepts.

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)
Lecture/Core Content Delivery	24
Laboratory/Practical Demonstration/Workshop	12
Asynchronous Class Activity	36
Independent Study	128
	200 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 and Lewis, P and Thornhill, A. (2013) Research Methods for Business Students, Oxford: Prentice Hall

Bryman, A (2011), Business Research Methods, Oxford: Oxford University Press

Veal, A. J. (2017). Research methods for leisure and tourism. Pearson UK.

(**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)

Engagement Requirements

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: Academic engagement procedure

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Supplemental Information

Programme Board	Marketing, Innovation, Tourism & Events
Assessment Results (Pass/Fail)	No
Subject Panel	Marketing, Innovation, Tourism & Events
Moderator	Kalyan Bhandari
External Examiner	C Carruthers
Accreditation Details	

Version Number	1.05

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Assessment: (also refer to Assessment Outcomes Grids below)
Assessment 1: Individual Report (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 Handbook.)

Assessment Outcome Grids (Footnote A.)

Component 1

Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Case study	✓	✓	✓	100	0
Combined Total For All Components				100%	0 hours

◄   ►

Footnotes
A. Referred to within Assessment Section above
B. Identified in the Learning Outcome Section above

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Note(s):
  1. More than one assessment method can be used to assess individual learning outcomes.
  2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
  This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity
In accordance with the University's proposed Single Equality Scheme every effort will be made to accommodate any equality and diversity issues brought to the attention of the school. UWS Equality and Diversity Policy
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)