Title of Module: Contemporary and Cultural Issues in Marketing			
Code: MARK10007	**SCQF Level:** Choose an item. **(Scottish Credit and Qualifications Framework)**	**Credit Points:**	**ECTS:** **(European Credit Transfer Scheme)**
School:	School of Business and Creative Industries		
Module Co-ordinator:	James Watt		

Summary of Module
In terms of structure and delivery, the module will consist of a variety of specialist topics delivered by a range of people, including UWS staff and a selection of external guest speakers. The selected topics, including current cultural issues, may not have been covered in great depth in other marketing modules delivered to date. This may include topics such as fashion marketing, green and sustainable marketing, sports marketing, relationship marketing etc.
The objective of the module is to offer students topics of current and cultural interest while building upon prior study. The educational approach seeks to introduce a synthesis of activities in order to encourage participation and interaction and expand the means by which students engage and enhance both personal and group-based learning.
Students will have the opportunity to participate in interactive workshops and to engage with fellow students and guest experts.

Module Delivery Method					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**
☒	☒	☐	☐	☐	☐
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:
☒	☐	☐	☐	☐	☐	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	☐	Term 2	☒	Term 3	☐

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	Reflect, evaluate and disseminate key topics as they apply to a range of current marketing issues
L2	Critically assess current applied marketing practices in respect of a specific business environment
L3	Evaluate and disseminate theoretical developments in respect of contemporary marketing in a specific business environment
L4	Click or tap here to enter text.
L5	Click or tap here to enter text.

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 **10** Applying knowledge of specialist and contemporary aspects of marketing Producing a critical understanding of marketing theories presented in academic publications
Practice: Applied Knowledge and Understanding	SCQF Level **10** Click or tap here to enter text. Applying knowledge gained from internal and external speakers to disseminate to other students

	Applying knowledge gained from personal research and disseminating this to other students via oral presentation
Generic Cognitive skills	SCQF Level **10** Providing solutions to specific problems being experienced in the field of marketing Making judgements and evaluations from sources where information is incomplete or unclear Demonstrating originality in the dissemination of information gathered during study
Communication, ICT and Numeracy Skills	SCQF Level **10** Engaging in formal and informal discussions and debates with internal and external presenters Making formal presentations to staff and peers Using a range of online facilities to enhance personal research, learning and presentations
Autonomy, Accountability and Working with others	SCQF Level **10** Working effectively as part of a team to develop learning resources for other students Taking responsibility for individual actions within a team

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	MARK08009 **MARK 09016** **MARK09019**	**Contemporary Consumer Behaviour** **Marketing Communications Mix** **Digital Marketing Project**
	Other:	Or an equivalent first level module in Marketing (level 7) plus an equivalent level 8 Communications module)
Co-requisites	Module Code: MARK10010 MARK10016	Module Title: Brands and Branding Marketing Strategy Theory

*Indicates that module descriptor is not published.

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** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Laboratory/Practical Demonstration/Workshop	24
Tutorial/Synchronous Support Activity	12
Asynchronous Class Activity	92
Independent Study	92
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	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:

Due to the diversity of the syllabus and contemporary nature of the module, no bespoke core text is recommended for purchase. Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via Aula

(**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:

Attendance at class on a weekly basis

Engagement with online activities

Completing assessments

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. Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..
(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
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	Marketing Innovation Tourism and Events
Moderator	Dr. Pravin Balaraman
External Examiner	Alison Gibb
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	2.07

Assessment: (also refer to Assessment Outcomes Grids below)
This section should make transparent what assessment categories form part of this module (stating what % contributes to the final mark). Maximum of 3 main assessment categories can be identified (which may comprise smaller elements of assessment). **NB: The 30% aggregate regulation (Reg. 3.9) (40% for PG) for each main category must be taken into account. When using PSMD, if all assessments are**

recorded in the one box, only one assessment grid will show and the 30% (40% at PG) aggregate regulation will not stand. For the aggregate regulation to stand, each component of assessment must be captured in a separate box.
Please provide brief information about the overall approach to assessment that is taken within the module. In order to be flexible with assessment delivery, be brief, but do state assessment type (e.g. written assignment rather than "essay" / presentation, etc) and keep the detail for the module handbook. Click or tap here to enter text.

Assessment 1 Report and Presentation (30%)

Assessment 2 Portfolio of Written Work (70%)

(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**
	X					30%	

Component 2							
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**
		x	x			70%	

Component 3							
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**
				Combined Total for All Components		**100%**	**XX 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)