

## **COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	Master of Business Administration
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Professional Marketing Project
<b>Course Code:</b>	MKT 7505
<b>Course Leader:</b>	Hamad Khan
<b>Student Engagement Hours:</b>	230
Lectures:	<a href="#">Click here to enter text.</a>
Seminar / Tutorials:	10
Independent / Guided Learning:	220
<b>Semester:</b>	Summer
<b>Credits:</b>	30 UK CATS credits 15 ECTS credits 6 US credits

### **Course Description:**

This course will provide students with the opportunity of constructing an applied project in the area of business and management. Students will initiate, plan and execute an individually constructed project with a strong emphasis on applied business scenarios/challenges in the field of marketing. The course will lead to the preparation of a 10,000 word project report.

### **Prerequisites:**

MGT 7155 plus all programme core courses and one MKT elective of choice.

### **Aims and Objectives:**

- To compose a 10,000 word professional project report with the guidance of a faculty supervisor
- To undertake independent research applying background information and empirical data
- To develop skills and experience which can be applied in the professional work environment

### **Programme Outcomes:**

A1, A2, A3, A4, A5  
B1, B2, B3, B4

C1, C2, C3, C4  
D1, D2, D3, D4

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found at:  
<https://www.richmond.ac.uk/programme-and-course-specifications/>

### **Learning Outcomes:**

By the end of this course, successful students should be able to:

#### **Knowledge and Understanding (A)**

- Demonstrate a high level of applied knowledge of business research
- Critically discuss, select and justify the project approach and chosen research methods in relation to a relevant business issue
- Apply appropriate research designs for quantitative and qualitative research

#### **Cognitive Skills (B)**

- Evaluate independently critical approaches and techniques relevant to business
- Evaluate outcomes and accurately assess/report on own/others work with justification and relate them to existing knowledge structures and methodologies
- Critically reflect on the development of knowledge, skills and techniques used during the preparation of the report

#### **Subject specific, practical and professional skills (C)**

- Develop and utilise theory and methodology appropriate to inquiry of an empirical subject area related to business
- Gather, organise and effectively communicate complex and abstract ideas and diverse information

#### **General/transferable skills (D)**

- Demonstrate skills in the following areas: research organisation and planning, data manipulation and reporting, critical reasoning, reporting and writing
- Evaluate ethical dilemmas likely to arise in research and professional practice and formulate solutions in dialogue with peers, clients, and others
- Demonstrate initiative in organising and pursuing a supervised project, while accepting full accountability for outcomes

### **Indicative Content:**

- Students will identify a potential research area subject to approval by the faculty supervisor. Students will work independently applying learning outcomes from MGT 7160 Business Research. The supervisor will facilitate the research through regular consultations.

**Assessment:**

This course conforms to the Richmond University Standard Level 7 Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/policies/>

**Teaching Methodology:**

The student's independent research will be overseen by an supervisor. Tutorial opportunities will be provided .

**Indicative Text(s):**

- Gray, D. (2017). *Doing Research in the Real World*. London: Sage Publications.
- Shapiro, D., Kirkmann, B. (2018) It's Time to Make Business School research More relevant, in: Harvard Business review, Digital Archives (7/29/2018), pp. 2-6.
- Thomas, G. (2017). *How to do your research project*. London: Sage Publishing

**Recommended additional literature**

- Bryman, A. and Burgess, R. (2011). *Business research methods*. New York: Oxford University Press.
- Ghauri, P. and Grønhaug, K. (2010). *Research methods in business studies*. Harlow: Financial Times/Prentice Hall.
- Glatthorn, A and Joyner, R (2nd ed) (2005) *Writing the Winning Thesis or Dissertation - a step-by-step guide*. Sage Publications. London
- Levin, P (2005) *Excellent Dissertations!* Open University. Maidenhead
- Saunders, M., P. Lewis and A. Thornhill (2012) *Research Methods for Business Students*, Pearson Education

**Journals**

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**Web Sites**

- [http://onlineqda.hud.ac.uk/Intro\\_QDA/how\\_what\\_to\\_code.php](http://onlineqda.hud.ac.uk/Intro_QDA/how_what_to_code.php)
- (NB: the site is a comprehensive and accessible resource on qualitative data analysis)
- [www.psy.dmu.ac.uk/michael/qual\\_collect.htm](http://www.psy.dmu.ac.uk/michael/qual_collect.htm)
- Research Methods Knowledge Base: [www.socialresearchmethods.net/kb/index.php](http://www.socialresearchmethods.net/kb/index.php)

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Adapting existing CSD to latest template	AB approved 30/05/2014	
Change of word count of research proposal to 500-700 words	School Board 10/11/2017	
Change of word count of Dissertation to 10.000 +/- 10%	School Board 10/11/2018	
Update of bibliography	School Board 10/11/2017	
Reduced to 6 credits from 8, 2 credits go to Business Research MGT 7160, Teaching Methodology	School Approval by email Feb/March 18	
Change of course title from 'dissertation' to 'professional project' Change of course description, learning outcomes, aims and objectives	School by email 18 <sup>th</sup> Sept 18	