

Module Details	
Module Title:	Project (In Company)
Module Code:	MAR6010-D
Academic Year:	2019-20
Credit Rating:	40
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Tutorials	18
Directed Study	382

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Academic Year (Sept - May)

Module Aims
To consolidate learning across the degree programme and apply this to a work based project that engages students in a significant piece of in-depth research and writing.

Outline Syllabus
On-going tutorial research supervision related to student's research design, execution and evaluation undertaken over an extended period.

Learning Outcomes	
1	LO1.1 use a wide range of sources to demonstrate a detailed knowledge of a selected issue, topic or subject;

	LO1.2 analyse critically the relevance of theoretical and academic debates within the subject area you are researching..
2	LO2.1 contextualise knowledge and understanding derived from a range of primary and secondary resources; LO2.2 apply a range of appropriate research methods to a given topic and/or professional domain.
3	LO3,1 to communicate original ideas clearly, cogently and coherently through the marshalling of evidence in written format.

Learning, Teaching and Assessment Strategy

Tutorials will develop understanding of research techniques to locate And interpret both primary and secondary source materials and support during the project.. These tutorials will be delivered both face to face, via the virtual learning environment and support provided by your organisation mentor

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Dissertation or Project Report	Dissertation	-8000 words	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.