

## **COURSE SPECIFICATION DOCUMENT**

**Academic School / Department:** Richmond Business School

**Programme:** MA Luxury Brand Management

**FHEQ Level:** 7

**Course Title:** Consultancy Project

**Course Code:** LBM 7505

**Total Hours:** 400

Timetabled Hours: 0

Guided Learning Hours: 0

Independent Learning Hours: 400

**Credits:**  
40 UK CATS credits  
20 ECTS credits  
8 US credits

### **Course Description:**

This course will provide students with the learning opportunity of performing multidisciplinary research within the international luxury branding business environment. Students will initiate, plan and execute an individually constructed piece of research, and are expected to report on their findings in the form of a written consultancy project. Students will identify issues within their programme, and specifically within their optional subjects, to investigate with the use of appropriate research methods, either theoretical or applied, and participate in research activities which will include a literature search, the collection and analysis of data, (secondary, and empirical pilot study) and the preparation of a 7,000 word consultancy project.

### **Prerequisites:**

**Successful completion of all required taught courses for the programme.**

### **Aims and Objectives:**

- The research, writing and production of a Master's level Research project of 7,000 words maximum.
- For the student to undertake independent/autonomous research on a topic which makes a valuable contribution to the field.
- To develop skills and experience which can be applied in work placement or further graduate work.

**Programme Outcomes:**

A1, A3, A4, A5

B1, B2, B3, B4, B5

C1, C2

D1, D2, D4

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

This is located at the archive maintained by the Academic 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 theoretical and applied knowledge of marketing research
- Critically discuss, select and justify research approaches and research methods in relation to an appropriately formed research proposal, which addresses a relevant luxury branding issue within the international business environment.
- Apply the steps required to create a literature review
- Apply appropriate research designs for quantitative and qualitative research.
- Demonstrate an understanding of proper structure and citation in all academic work

**Cognitive Skills (B)**

- Evaluate independently critical approaches and techniques relevant to luxury branding issues arising from the international business reality
- Evaluate outcomes and accurately assess/report on own/others work with justification and relate them to existing knowledge structures and methodologies
- Synthesize information to arrive at a coherent conclusion
- Critically evaluate the implications for the recommendations presented
- Critically reflect on the development of knowledge, skills and techniques used during the preparation of the dissertation.

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

- Identify modifications to existing knowledge structures and theoretical frameworks.
- Develop and utilise theory and methodology appropriate to inquiry of an empirical subject area related to business
- Propose new areas for investigation, new problems, new or alternative applications or methodological approaches
- Select, define and focus upon an issue at an appropriate level; develop recommendations and logical conclusions; and be aware of the limitations of the research work.
- Gather, organise and effectively communicate complex and abstract ideas and diverse information with regard to a complex and specialised marketing project topic.

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

- Demonstrate analytical skills, computing skills, critical reasoning, organisation and planning, report and essay writing skills, and research skills
- Evaluate the ethical dilemmas likely to arise in research and professional practice and formulate solutions in dialogue with peers, clients and others
- Exercise initiative in organising and pursuing a supervised project, while accepting full accountability for outcomes
- Demonstrate the ability for innovative and autonomous learning, normative and ethical reflection, self evaluation and engagement with disciplinary benchmarks

### **Indicative Content:**

There is no precise indicative content for consultancy projects other than the general requirement that, in consultation with the supervisor, they should address an issue, or issues, related to luxury branding aspects of international business practice. A consultancy project should contain general criteria such as an introduction, aims and objectives, a literature review, methodological justification, analytical context, conclusions and recommendations.

### **Assessment:**

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

### **Teaching Methodology:**

As part of the process of completing this course, and prior to the commencement of the research, students will be engaged on a week-long market research methods course.

The course will require independent research overseen by the report supervisor, tutorial opportunities including with specialist faculty for more specific academic guidance, including comments on draft materials, and faculty and peer review feedback.

***Indicative Text(s):***

- Gray, D. (2021) *Doing Research in the Real World*. 5th edn. London: Sage Publications.
- Thomas, G. (2023) *How to do your research project*. 4<sup>th</sup> edn. London: Sage Publishing.

**Recommended additional literature**

- Bryman, A. and Bell, E. (2022) *Business research methods*. 6<sup>th</sup> edn. Oxford: Oxford University Press.
- Ghauri, P., Grønhaug, K. and Strange, R. (2020) *Research methods in business studies*. 5<sup>th</sup> edn. Cambridge: Cambridge University Press.
- Biggam, J. (2021) *Succeeding with your master's dissertation: a step-by-step handbook*. 5th edn. Maidenhead: McGraw-Hill Education.
- Saunders, M., Lewis, P. and Thornhill, A. (2023) *Research Methods for Business Students*. 9<sup>th</sup> edn. Harlow: Pearson Education.

***Journals***

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***Web Sites***

- [http://onlineqda.hud.ac.uk/Intro\\_QDA/how\\_to\\_code.php](http://onlineqda.hud.ac.uk/Intro_QDA/how_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)

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Indicative texts and journals updated	23/02/23	
Revision – annual update	May 2023	
Total hours updated	April 2024	