COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: MA Luxury Brand Management

***FHEQ* Level:**   7

Course Title: Dissertation in Luxury Brand Management

Course Code: LBM 7500

Course Leader:

Student Engagement Hours: 600 (standard 8 credit MA course)
Lectures: 30
Seminar / Tutorials: 20
Independent / Guided Learning: 550

Semester: Summer

Credits: 60 UK CATS credits
30 ECTS credits
12 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 marketing strategy report. 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 study) and the preparation of a 15,000-20,000 word report.

Prerequisites:
MBL 701, MBL 702, MBL 703, MBL 704, MBL 705
Aims and Objectives:

- For the supervisor to guide the student, as a junior research colleague, through drafting of a 1,000 word written research proposal and the research, writing and production of a Master's level project report of 15-20,000 words.
- 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: http://www.richmond.ac.uk/admitted-students/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 individual marketing project reports 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 marketing strategy report 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 (formerly Learning & Teaching Policy Committee) and located at: http://www.richmond.ac.uk/admitted-students/

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.

Bibliography:

Daymon, C. and Holloway, I. (2011), *Qualitative Research Methods in Public Relations and Marketing Communications,* 2nd edition, Abingdon, Oxon: Routledge.

Collis, J. and Hussey, R. (2014), Business Research: A practical guide for undergraduate and postgraduate students, Palgrave Macmillan Higher Education, Basingstoke.

Cottrell, S. (2014), Dissertations and Project Reports: A step by step guide, Palgrave Macmillan, Basingstoke.

Silverman, D. (2011), *Qualitative Research,* 3rd edition, London: SAGE Publications Ltd.

Strauss, A. and Corbin, J. (1998), *Basics of Qualitative Research: Techniques and ProceduresGrounded Theory Procedures and Techniques,* London: Sage.

Yin, R.K. (1994), *Case Study Research: Designs and Methods,* 2nd Ed, Thousand Oaks, Sage.

Saunders, M.N.K., Lewis. P. and Thornhill, A. (2003), *Research Methods for Business Students,* Harlow: Financial Times and Prentice Hall.

Neuman, L.W. (2006), *Social Research Methods: Qualitative and Quantitative approaches,* 6th edition, Boston, MA: Pearson.

Kumar, R. (1999), Research Methodology|: a Step by Step Guide for Beginners, London: Sage

Kerlinger, F.N. (1973), *Foundations of Behavioural research,* New York: Holt and Rinehart and Winston.

Goulding, C. (2002), *Grounded Theory: A Practical Guide for Management, Business and Market Researchers,* London: Sage.

Glaser B.G. and Strauss A.L. (1967), *The Discovery of Grounded Theory: Strategies for Qualitative Research,* Chicago: Aldine Publishing Company.

Gill, J and Johnson P. (2002), *Research Methods for Managers,* 3rd Edition, London: Sage Publications Ltd.

Creswell, J. (1998), *Qualitative Inquiry and Research Design; Choosing Among Five Traditions*, London, New Delhi, Thousand Oaks: Sage Publications

Flick, U. (2009), *An Introduction to Qualitative Research,* 4th edition, London: SAGE Publications Ltd.

See syllabus for complete reading list

Indicative Text(s):

Journals

Web Sites

- 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
- Research Methods Knowledge Base:
  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