

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Digital Marketing Fashion Management and Marketing
FHEQ Level:	6
Course Title:	Senior Project in Marketing
Course Code:	MKT 6297
Student Engagement Hours:	240
Supervision	40
Independent / Guided Learning:	200
Semester:	Fall, Spring
Credits:	24 UK CATS credits 12 ECTS credits 6 US credits

Course Description:

The senior project in Marketing forms the culmination of a student's studies in the area of marketing. The project requires a significant level of enquiry and research. It will typically investigate a hypothesis, an issue or case on a relevant topic. The investigation ought to make use of quantitative and/or qualitative research methods. Students will be guided by their supervisor and conduct individual research work on an agreed topic. The supervisor will facilitate the process through regularly-scheduled meetings.

This course is only open to seniors, ideally final semester students should take this course.

Prerequisites:

MGT 5200

Aims and Objectives:

The Course provides students with the opportunity to work independently to develop their ability to make critical judgements. This will provide an opportunity to apply and develop tools and techniques acquired during the course of their major in pursuit of answering a research question.

Programme

Fashion Management and Marketing: A1-7, B1-5, C1-2, D1-5

Digital Marketing: A1-7, B1-5, C1-2, D1-5

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

This is maintained by Registry and located 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

1. Select, evaluate and apply critical thinking to a Marketing related phenomenon.
2. Critically apply suitable techniques and tools in the investigation
3. Synthesise information to arrive at a coherent conclusion.
4. Critically evaluate the implications of the recommendations presented.

Cognitive Skills

1. Evaluate critically ideas, concepts and techniques.

Practical and/or Professional Skills

1. Use specific knowledge that can enhance the student's future working life.
2. The ability to apply theoretical models to business management issues and phenomena.

Key Skills

1. Effective oral and written communication skills in a range of media.
2. Ability to develop strong analytical skills through listening and reflecting.
3. Knowledge and understanding in the context of the subject.
4. Time management: organising and planning work.
5. Independent working.
6. Planning, monitoring, reviewing and evaluating own learning and development.

Indicative Content

1. Research methods
2. Research approaches and design
3. Literature review
4. Evaluating and referencing sources
5. Ethics and research
6. Presenting research results
7. Writing research projects

Assessment:

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

Teaching Methodology:

Semi-formal supervision sessions will consist of a mixture of instructor and student led activities.

Bibliography:

Bell, J., 2010. *Doing Your Research Project*. 5th ed. Maidenhead: Open University Press.

Bryman, A. and Bell, E., 2007. *Business Research Methods*. 2nd ed. Oxford: Oxford University Press.

Cassell, C. and Symon, G., 2004. *Essential Guide to Qualitative Methods in Organizational Research*. London: Sage.

Creswell, J.W. (2014) *Research design: qualitative, quantitative, and mixed method approaches*, 4th edn. London: Sage Publications.

Creswell, J.W. (2013) *Qualitative inquiry and research design: choosing among five approaches*. 3rd edn. London: Sage Publications.

Easterby-Smith, M., Thorpe, R. and Jackson, P., 2008. *Management Research*. 3rd ed. London: Sage.

Frenz, M., Nielsen K., Walters, G. (2011) *Research Methods in Management*, London: Sage Publishing.

Gray, D.E., 2014. *Doing Research in the Real World*. 3rd ed. London: Sage.

Hennink, M. M., Hutter, I. and Bailey, A., 2011. *Qualitative Research Methods*. Thousand Oaks: Sage.

Ng, W. and Coakes, E., 2013. *Business Research: Enjoy Creating, Developing and Writing Your Business Project*. London: Kogan Page.

Quinlan, C., Babin, B., Carr, J., Griffin M. and Zikmund, W. 2015. *Business Research*

Methods. London: Cengage.

Saunders, M., Lewis, P. and Thornhill, A. 2016. *Research Methods for Business Students*. 7th ed. London: Pearson.

Silverman, D., 2013. *Doing Qualitative Research*. 4th ed. Thousand Oaks: Sage.

Symon, G. and Cassell, C. eds., 2012. *Qualitative Organizational Research: Core Methods and Current Challenges*. London: Sage.

Yin, R.K. (2016) *Case Study research and Applications: Design and Methods*, London: Sage Publications.

Journals

Academy of Management Journal

Academy of Management Review

Journal of Marketing

Journal of Marketing Research

Journal of Consumer Research

Journal of Advertising

Journal of Advertising Research

Journal of Retailing

Web Sites

Research Methods Knowledge Base:

www.socialresearchmethods.net/kb/

National Statistics Online: www.statistics.gov.uk/

European Statistics: http://europa.eu/index_en.htm

See syllabus for complete reading list

