

Course Title: **Applied Marketing Project**

Course Code: **MKTG996**

Descriptor Start Date: **01/01/2023**

POINTS: **45.00**

LEVEL: **9**

PREREQUISITE/S: **120 points with a grade average of B- or better from the relevant programme of study including BUS901**

COREQUISITE/S: **None**

RESTRICTION/S: **MKTG995**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 450

PRESCRIPTOR

Development and application of research skills to design and complete a supervised research project on a contemporary topic in marketing.

LEARNING OUTCOMES

1. Critically analyse a marketing issue or opportunity.
2. Apply appropriate concepts, frameworks, and theories to a marketing topic.
3. Develop a project report to address the marketing issue or opportunity.
4. Critically reflect on personal learning and ethical practices relating to the development of a marketing project.
5. Demonstrate advanced communication skills (oral and written).

CONTENT

Design, undertake, and present an applied research study on a marketing topic.

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops and online learning.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Progress report (individual)	15.00	4
Final report and reflection (individual)	65.00	1,2,3,4,5
Presentation (individual)	20.00	1,2,3,5

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

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Principal Programme: AK1045, Master of Marketing

Related Programme/s: None

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