

Module Title:	Client Research Project
Credits:	10
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	The teaching and learning strategies for this module are reflective of the fact that it is a capstone module, where learners are required to demonstrate their knowledge and skills across a broad range of marketing topics. The delivery of the module will include induction workshops in support of the project, and individual learner supervision – 4 learners per hour. This allows for the independent, self-directed learning required at this final stage of the learner's degree.
Module Aim:	The aim of this module is to provide learners with the opportunity to apply the theories, ideas, skills and techniques from their programme to a marketing subject area of personal, academic and/or career interest to them. Learners will have to choose the topic, approach and methodology to a marketing issue and present an evidence based analysis of the primary and secondary research of their self-managed work. This project may be carried out in conjunction with a client company.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Develop a research proposal.
LO2	Locate, analyse and synthesise a body of source material (including primary and secondary, industry and academic) appropriate to the project.
LO3	Evaluate the research method options available and justify the methodology chosen.
LO4	Conduct independent primary research.
LO5	Critically assess and compare the findings with existing industry & academic evidence and propose recommendations based on the findings.
LO6	Deliver professional written and oral reports.

Pre-requisite learning
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
No recommendations listed
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>
No requirements listed

Module Content & Assessment

Indicative Content

Overview

As this module has no lecture hours associated with it, there is no module indicative content. Learners will have studied marketing research as a pre-requisite to this module and will be provided a detailed module guide covering the learning outcomes of the module, assessment stream requirements, assessment process and grading rubrics.

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners may take one of two assessment streams in this module: STREAM 1 - Marketing Project (Client) or STREAM 2 - Marketing Project (Dissertation). In the case of STREAM 1 learners will be required to conduct their project in conjunction with a client company. Learners will prepare written reports and deliver oral presentations of their work.	1,2,3,4,5,6	100.00	Sem 2 End

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecturer-Supervised Learning (Contact)	Every Week	0.25
Independent Learning	Every Week	6.75
Total Hours		7.00

