

Additional material relating to page 6, 12, 13, 15

FURTHER SAMPLES OF PROJECT OBJECTIVES

On completion of this module, the students should be able to:

Acquisition and Practice of Concepts and Techniques

- research, collate, and analyse appropriate business information

The Integration of Material Taught in other Courses of the Programme

not emphasised

The Management Environment

- understand the constraints for organizations when faced with resolving a business problem

The Personal Learning Experience

- enhance their business communication skills in terms of report writing and presentation

The Contribution to the Organisation

- be able to underpin solutions to the project brief with reference where appropriate to theoretical studies and issues of practical implementation

University of Central England (2003) These objectives apply to the full-time MBA & MSc projects that involve immediate post-graduate students in a placement in a business organisation.

The Formal Paper should:

- Normally be not less than approximately 5000 words
- Cover a marketing programme which the applicant has personally planned and implemented during the preceding 3 years
- Demonstrate the application of marketing skills or market diagnosis, analysis and planning
- Deal with an actual business situation or problem where the applicant's management and marketing expertise can clearly be shown to have accomplished measurable results
- Demonstrate intellectual rigour, quality of analysis, relevance of findings, and evidence of managerial competence following six criteria (as specified)
- Demonstrate an ability to understand and apply the marketing principles underlying the specific actions described in the report; a report which merely describes such actions is not acceptable
- Must be written by the applicant him/her self but may contain extracts from e.g. advertising agencies, market research reports, so long as acknowledgement, and a critical commentary, are provided; previous reports written by the applicant e.g. a marketing plan are acceptable if properly integrated into the Paper
- Avoid a mere analysis of the applicant's current or previous responsibilities; nor is an anecdotal approach to the applicant's achievements acceptable

Chartered Institute of Marketing. These objectives apply to the senior management entry scheme, by which experienced practitioners provide a rigorous account of a major project already completed.