

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	COU624
Module Title	Marketing, Money, Finance and Tax in Counselling
Level	6
Credit value	20
Faculty	FSLS
HECoS Code	100078
Cost Code	GACG
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
Counselling Top-up	Optional

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	24 hrs
Placement hours	0 hrs
Guided independent study hours	176 hrs
Module duration (Total hours)	200 hrs

Module aims

Participants will be introduced to the essential skills and knowledge they will need to set up and run their own business (e.g. counselling; dietetics; CBT; wellbeing; physio; OH etc.). This module will include an introduction to marketing your business, setting up as a sole trader and registering your business, managing the finances, law and legislation, and financial reporting.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Identify the principles of marketing in a wellbeing context
2	Evaluate their client base and develop a marketing plan
3	Examine the financial responsibilities of a self-employed wellbeing practitioner
4	Develop a budget and cash flow forecast for your business

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment: Portfolio: A portfolio assessment delivered in two sections.

Section one: Marketing plan

To develop a marketing plan tailored to their business idea for their practice. This may include description of market; their biography and service description; platforms they might use to promote their business; networking opportunities etc.

Section two: Financial plan

To develop a financial plan tailored to their business idea for their practice. This may include identifying their pricing strategy; a sample budget, cash flow and financial projection; understanding of tax (e.g. sole trader -v- limited company).

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4	Portfolio	Approx 8000 words (inc all documentation).	100%	N/A

Derogations

N/A

Learning and Teaching Strategies

The short course will be delivered over six weeks (block delivery), one morning or afternoon per week. The first session will be face-to-face on campus delivery. The remaining sessions will be delivered by Teams.

A variety of teaching and learning activities will be employed aligned with the Active Learning Framework (ALF). Predominantly those that emphasise interactive learning and student participation. These will include practical classes and workshops; class and small group discussion; and group work. This module will make extensive use of the VLE to provide additional resources and learning support through forums and other interactive means of communication. Students will then take their learning and apply it to their own ideas for setting up their counselling practice.

Welsh Elements

Students can present assessed and non-assessed work in Welsh, and can access all forms, resources, and email correspondence in Welsh where preferred. Students are also able to undertake personal tutorials and, where applicable, work placements through the medium of Welsh. All module information aligns with the Welsh language expectations set out in the programme specification, and appropriate support is available to ensure students can fully engage with the module in their chosen language.

Indicative Syllabus Outline

- Setting up a small business
- Developing a marketing strategy for small businesses
- Marketing your business on social media platforms
- Insurance
- Financial planning and forecasting.
- Tax
- Law and legislation
- Clinical will

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reading

Burns, P. (2020). *Entrepreneurship and Small Business: Start-up, Growth and Maturity* (5th ed.). Red Globe Press.

Other indicative Reading

Honeysett, A. (2018) *How to Set Up a Successful Counselling Practice*. Anna Honeysett.

Rees, S. (2024) *A Therapist's Guide to Private Practice*. London: Routledge.

Administrative Information

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