Module Specification

Staging and Evaluating Events

Version: 2022-23, v2.0, 07 Aug 2020

Contents

Part 1: Information

Module title: Staging and Evaluating Events

Module code: UMKDC7-15-3

Level: Level 6

For implementation from: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Frenchay Campus, Taylors University

Field: Marketing

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The syllabus includes:

Stakeholders in events and stakeholder relationships (participants and spectators, the host organisation and community, co-workers, the media, sponsors).

Event design and production (theming, programming, venue selection, technical aspects, hospitality and catering, contingencies, etc).

Managing events: people management, fiscal management, event logistics.

Marketing communications for events, and managing the media.

Legal issues of events management; ethical and other standards for events.

Researching and evaluating service quality in events, and event experiences and impacts.

Staging successful events: analysis of case studies (covering different audiences and contexts).

Part 3: Teaching and learning methods

Teaching and learning methods: Learning is achieved through a combination of class-based activity, independent study and assessment. The classroom sessions are designed to actively support the development of independent learning strategies by students. The sessions combine formal tutor input such as lectures with participative activities, including: case studies; experiential and enquiry-based learning methods; student-led discussions; and guest speakers. Emphasis will be placed on linking learning from directed reading to students' own enquiries, and on the application of knowledge to real-world cases and examples.

Students will be directed towards online resources for the development of study skills, in the module handbook and/or via Blackboard. The latter will be used to support students' learning and facilitate staff-student interactions, thus promoting a culture of shared learning.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate understanding of the nature and meaning of events and the 'event experience', and the challenges of meeting the diverse needs and expectations of different stakeholders.

MO2 Explain theories and concepts drawn from service operations and events management, and discuss their application in a practical context.

MO3 Demonstrate knowledge of the legal and ethical responsibilities of staging events safely and sustainably.

MO4 Apply a range of relevant tools and techniques in the evaluation, monitoring and measurement of events and their economic, social and/or environmental impacts.

MO5 Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to address problems in the context of staging events.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/umkdc7-15-3.html

Part 4: Assessment

Assessment strategy: Component A for this module is a portfolio consisting of a group presentation (15 mins) with video and photographic footage of the event, and an overview of planning strategies. This is worth 65%.

Component B (1500 words) is an individual evaluation report, where students are required to use theory and apply appropriate methods to evaluate the staging and implementation of their event, as well as a self-reflection on group work. This is worth 35%.

Formative feedback is built into the module design, providing opportunities for peer and tutor feedback.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio

Weighting: 65 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4, MO5

Report - Component B (First Sit)

Description: Evaluation report (1500 words)

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component A (Resit)

Description: Portfolio

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Report - Component B (Resit)

Description: Evaluation report (1500 words)

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19