



MODULE SPECIFICATION

| Part 1: Information | | | |
|---------------------------|-----------------------------------|--------------------|-----------|
| Module Title | Staging and Evaluating Events | | |
| Module Code | UMKDC7-15-3 | Level | Level 6 |
| For implementation from | 2020-21 | | |
| UWE Credit Rating | 15 | ECTS Credit Rating | 7.5 |
| Faculty | Faculty of Business & Law | Field | Marketing |
| Department | FBL Dept of Business & Management | | |
| Module type: | Standard | | |
| Pre-requisites | None | | |
| Excluded Combinations | None | | |
| Co- requisites | None | | |
| Module Entry requirements | None | | |

| Part 2: Description |
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| <p>Educational Aims: See Learning Outcomes.</p> <p>Outline Syllabus: The syllabus includes:</p> <p>Stakeholders in events and stakeholder relationships (participants and spectators, the host organisation and community, co-workers, the media, sponsors).</p> <p>Event design and production (theming, programming, venue selection, technical aspects, hospitality and catering, contingencies, etc).</p> <p>Managing events: people management, fiscal management, event logistics.</p> <p>Marketing communications for events, and managing the media.</p> <p>Legal issues of events management; ethical and other standards for events.</p> <p>Researching and evaluating service quality in events, and event experiences and impacts.</p> <p>Staging successful events: analysis of case studies (covering different audiences and contexts).</p> <p>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</p> |

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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.

Part 3: Assessment

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.

| First Sit Components | Final Assessment | Element weighting | Description |
|-------------------------|------------------|-------------------|--------------------------------|
| Report - Component B | | 35 % | Evaluation report (1500 words) |
| Portfolio - Component A | ✓ | 65 % | Portfolio |
| Resit Components | Final Assessment | Element weighting | Description |
| Report - Component B | | 35 % | Evaluation report (1500 words) |
| Portfolio - Component A | ✓ | 65 % | Portfolio |

Part 4: Teaching and Learning Methods

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| Learning Outcomes | On successful completion of this module students will achieve the following learning outcomes: | |
| | Module Learning Outcomes | Reference |
| | 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. | MO1 |
| | Explain theories and concepts drawn from service operations and events management, and discuss their application in a practical context. | MO2 |
| | Demonstrate knowledge of the legal and ethical responsibilities of staging events safely and sustainably. | MO3 |
| | Apply a range of relevant tools and techniques in the evaluation, monitoring and measurement of events and their economic, social and/or environmental impacts. | MO4 |
| | Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to address problems in the context of staging events. | MO5 |
| Contact Hours | Independent Study Hours: | |
| | Independent study/self-guided study | 114 |

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|--------------|--|-----|
| | Total Independent Study Hours: | 114 |
| | Scheduled Learning and Teaching Hours: | |
| | Face-to-face learning | 36 |
| | Total Scheduled Learning and Teaching Hours: | 36 |
| | Hours to be allocated | 150 |
| | Allocated Hours | 150 |
| Reading List | <p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/umkdc7-15-3.html</p> | |

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19