University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Events In Society		
Module Code	UMKDN8-15-1	Level	1
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Business and Events Management		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	UMKDN7-15-1		
Co- requisites	N/A		
Module Entry requirements	Stand alone		

Part 2: Description
This module is a 'core' module in terms of BA(Hons) Business & Event Management programme. In this module you will examine the term 'Events' and learn about the contexts around which events are produced and consumed. You will look into some of the social sciences and how their principles affect events as well as looking at direct impacts that come from events. You will also examine some of the key concepts, theories and models related to event design & experience, as well as understanding the importance of marketing, sustainability and regulation. This module is designed to develop a strong sense of identity amongst the BA(Hons) Business and Events Management cohort, and to provide a firm basis for the remainder of the degree. **You will cover:** • Defining and classifying events • History of events • Ways of thinking about events • Event audiences – typologies • Event Marketing & Communications • Event design & experience • Events and regulation • Events & the Social Sciences (social benefits for individuals and communities, barriers to participation, needs and wants). • The impacts of events: Economic / Social & Environmental • Sustainable and responsible development in/through events. • PESTEL forces that influence the production & consumption of events - (demographic change, new technologies)…

You will also build on the following:
- Academic skills, information literacy with particular focus on events management
- We will seek to bring guest lecturers into relevant sessions and where appropriate to give some 'real world' context to the module.

Teaching will comprise of a mixture of lectures, tutorials and lectures in context. This will allow students to not only learn key concepts, ideas and frameworks from the module, but also to apply them during tutorial sessions.

Part 3: Assessment

The assessment for this module takes the form of a single piece of assessment, consisting of a review of the literature and a self-reflection submitted together. The literature review section is 1500 words maximum and considers a planned event and its relationship to the wider environment, using an appropriate classificatory or conceptual framework. The self-reflection is 750 words maximum.

Identify final timetabled piece of assessment (component and element)	Component A	
	A	B
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A	Element weighting (as % of component)
1. Individual report (2250 words)	100%

Resit (further attendance at taught classes is not required)

Component	Element weighting (as % of component)
1. Individual report (2250 words)	100%

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to: 1. Contrast different approaches to defining and classifying events 2. Understand the origins and development of events. 3. Understand event impacts – economic / social / environmental 4. Develop knowledge of core event concepts/theories and their application 5. Understand issues of sustainability, ethics and ethical decision-making in an events context. 6. Understand the relationship between event design & experience 7. Demonstrate the ability to identify, analyse and evaluate sources of event and business information, considering their origins, context and content 8. Have started to develop critical thinking skills - constructively critiquing the research of others, identifying strengths and weaknesses in technique, analysis and conclusions 9. Be able to produce written work appropriate to the programme of study and observing the conventions of academic writing All learning outcomes are achieved in component A.

Key Information Sets Information (KIS)	**Key Information Set - Module data**					
	Number of credits for this module				15	
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
	150	36	114	0	150	✅

Contact Hours

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total Assessment

Total assessment of the module:		
Written exam assessment percentage		0%
Coursework assessment percentage		100%
Practical exam assessment percentage		0%
		100%

Reading List

Andrews, H. and Leopold, T. (2013) *Events and the Social Sciences*, Abingdon: Routledge.
Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011) *Events Management*, 3rd edn, Oxford: Butterworth-Heinemann.
Mackellar, J. (2013) *Event Audiences and Expectations*, Abingdon: Routledge.
Quinn, B. (2013) *Key Concepts in Event Management*. London: Sage.
Journal of Consumer Behaviour
Management
Journal of Interactive Advertising
Journal of Communications Management
Journal of Marketing
International Journal of Hospitality and Events Management
Journal of Cultural Heritage

Websites
Association for Events Management Education: www.aeme.org
 Event Industry News: www.eventindustrynews.co.uk
 The Events Industry Alliance: www.eventsindustryalliance.com
 The Event Services Association: www.tesa.org.uk

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First CAP Approval Date	15th December 2016 Version 1 link to the RIA			
Revision CAP Approval Date *Update this row each time a change goes to CAP*		Version	*2*	*Link to RIA*
Revision CAP Approval Date		Version	*3*	*Link to RIA*
Revision CAP Approval Date		Version	*4*	*Link to RIA*