



MODULE SPECIFICATION

Part 1: Information			
Module Title	Events in Society		
Module Code	UMKDN8-15-1	Level	Level 4
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	Marketing in Society 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: 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.</p> <p>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.</p> <p>Outline Syllabus: You will cover:</p> <ul style="list-style-type: none"> 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

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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 and Learning Methods: 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 reflective portfolio with a total word count of 2500.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	100 %	Individual report (2250 words): 1500 word literature review 1000 word reflective portfolio
Resit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	100 %	Individual report (2250 words)

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Contrast different approaches to defining and classifying events	MO1
	Understand the origins and development of events	MO2
	Understand event impacts – economic / social / environmental	MO3
	Develop knowledge of core event concepts/theories and their application	MO4
	Understand issues of sustainability, ethics and ethical decision-making in an events context	MO5
	Understand the relationship between event design & experience	MO6
	Demonstrate the ability to identify, analyse and evaluate sources of event and business information, considering their origins, context and content	MO7
	Have started to develop critical thinking skills - constructively critiquing the research of others, identifying strengths and weaknesses in technique, analysis and conclusions	MO8
Be able to produce written work appropriate to the programme of study and observing the conventions of academic writing	MO9	
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><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umkdn8-15-1.html</p>	

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20</p> <p>Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20</p>	