



Module Specification

Events in Society

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Part 1: Information

Module title: Events in Society

Module code: UMKDN8-15-1

Level: Level 4

For implementation from: 2021-22

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

Field: Marketing

Module type: Standard

Pre-requisites: None

Excluded combinations: Marketing in Society 2021-22

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: 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.

Outline syllabus: 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.

Part 3: Teaching and learning methods

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.

Module Learning outcomes:

MO1 Develop knowledge of core events management theories and their application in contemporary and changing business and events environments.

MO2 Understand the role and relevance of business enquiry to students' academic and professional context, specifically events management

MO3 Demonstrate the ability to identify, analyse and evaluate sources of industry and academic events management information, considering their origins, context and content

MO4 Have started to develop critical thinking skills - identifying strengths and weaknesses in technique, analysis and conclusions of existing research

MO5 Produce written work appropriate to the programme of study and observing the conventions of academic writing

MO6 Further develop and demonstrate relevant academic skills such as referencing.

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](https://uwe.rl.talis.com/modules/umkdn8-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umkdn8-15-1.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio (1000 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO5, MO6

Written Assignment - Component B (First Sit)

Description: Literature Review (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6

Portfolio - Component A (Resit)

Description: Portfolio (1000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested:

Written Assignment - Component B (Resit)

Description: Literature Review (1500 words)

Weighting: 60 %

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 {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2020-21