**Module Specification**

Events in Society

Version: 2023-24, v3.0, 19 May 2023

**Contents**

# Part 1: Information

**Module title:** Events in Society

**Module code:** UMKDN8-15-1

**Level:** Level 4

**For implementation from:** 2023-24

**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:** Not in use for Modules

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Marketing in Society 2023-24

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

**MO1** Develop knowledge of events as a discipline and how it fits into the current organisational structure of businesses

**MO2** Understand the role and relevance of business enquiry to student's 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** Present and reflect upon professional development skills and action plan

**MO6** Produce written work appropriate to the programme of study, observing the conventions of academic writing including 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 via the following link https://uwe.rl.talis.com/modules/umkdn8-15-1.html


# Part 4: Assessment

**Assessment strategy:** Task 1 is a recorded presentation of a portfolio of key academic and professional skills exercises completed in class. The integration of

these skills exercises during tutorials provides an opportunity for formative feedback.

Task 2 is a 1500 word literature review based on one of the key events management themes covered in the module. Students will be provided with a choice of literature review topics based on these themes.

For the resit of Task 1 students who attempted the first sit are expected to improve on their presentations with the feedback provided. For the resit of Task 2 students who attempted the first sit are expected to choose a different topic for their literature review.

**Assessment components:**

**Written Assignment** (First Sit)
Description: Literature Review (1500 words)
Weighting: 60 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO3, MO4, MO6

**Presentation** (First Sit)
Description: Visual portfolio of key academic and professional skills, recorded as a presentation with relevant accompanying information.
Weighting: 40 %
Final assessment: No
Group work: No
Learning outcomes tested: MO2, MO3, MO5, MO6

**Written Assignment** (Resit)
Description: Literature Review (1500 words)
Weighting: 60 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO3, MO4, MO6

**Presentation** (Resit)

Description: Visual portfolio of key academic and professional skills, recorded as a presentation with relevant accompanying information.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO5, MO6

## Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management [Phenikaa] BA (Hons) 2023-24

Business and Events Management [Frenchay] BA (Hons) 2023-24

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2022-23