






MODULE SPECIFICATION

Part 1: Information			
Module Title	Marketing Events and Tourism Destinations		
Module Code	UMKDP8-15-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	MSc Events Management (Compulsory)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>This module explores the relationships between events and destination marketing, management and image. The module introduces the domain of event tourism and key theories in relation to tourism motivation and consumption. The teaching sessions will raise a range of issues with regards to the social, cultural, economic and environmental implications of using events to develop business and cultural tourism markets in destinations, and incorporates a programme of five full days of field study in a destination. Students are given the opportunity to develop group projects in relation to destination and event experiences, branding and marketing, and consumption in an urban location.</p> <p>Key topics of focus include:</p> <ul style="list-style-type: none"> Elements of event tourism destinations (viz. available packages, accessibility, attractions, amenities, activities and ancillary services). Destination image and marketing. Services marketing and the service encounter Destination branding – city branding and nation branding. Developing marketing strategies Theoretical approaches to understanding event tourism motivations and consumption. Urban tourism, festivals and economic development. Event tourism stakeholders (the state, the events industry, the tourism industry, Destination Management Organisations, the host community, tourists etc.) Events marketing communications Event tourism policy and planning 	

Part 3: Assessment		
<p>Students will be expected to identify a specific project focus within the field of event tourism, and to relate this to existing scholarship in event and tourism studies as well as to industry case-studies, strategies and reports.</p> <p>Component A is a 20-minute group presentation incorporating a recorded advertisement for an event tourism destination.</p> <p>Component B is a 3500-word group report on a marketing strategy concerning the same destination.</p> <p>Formative assessment and feedback will be provided in weekly workshop sessions during which students will develop their ideas for both Components A and B. Students will also be required to submit individual reflections relating to group working experiences and contributions.</p>		
Identify final timetabled piece of assessment (component and element)	Component B	
% weighting between components A and B (Standard modules only)	A: 40%	B: 60%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Group Presentation (20 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Group Report (3500 words)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual Presentation (10 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual Report (2000 words)	100%	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Apply marketing and branding concepts and theories in an event tourism destination context. (Component A) • Make a formal presentation to a professional audience (Component A) • Discuss event tourism motivations and consumer behaviour (Component A) • Evaluate and explain the factors that influence event tourism development in destinations (Component A) • Demonstrate knowledge of event tourism policy contexts, and event tourism planning and management at the destination level. (Component B) • Design a marketing or branding campaign for a destination (Component B) <p>Lectures will provide theoretical and conceptual overviews of aspects of event tourism which will be developed during workshops through the use of extended case-studies and the application of theory to real-world marketing practices. Module delivery will be based on 2 hours of scheduled learning and teaching activities per teaching week over 12 weeks as well as 5 full days of fieldwork in destinations.</p>	

Key Information Sets Information (KIS)	<table border="1"> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Fieldwork study hours</th> <th>Allocated Hours</th> <td></td> </tr> <tr> <td>150</td> <td>24</td> <td>86</td> <td>40</td> <td>150</td> <td></td> </tr> </table>					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	Fieldwork study hours	Allocated Hours		150	24	86	40	150	
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p>																											
Total Assessment	<table border="1"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>60%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>40%</td> </tr> <tr> <td></td> <td></td> <td>100%</td> </tr> </table>					Total assessment of the module:			Written exam assessment percentage		0%	Coursework assessment percentage		60%	Practical exam assessment percentage		40%			100%								
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Reading List	https://uwe.rl.talis.com/lists/2F94580B-30DA-5E3D-948D-6207FD0C9C9C.html																											

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First Approval Date (and panel type)	31 st May 2018 Link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	2	