



Module Specification

Event Marketing

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Part 1: Information

Module title: Event Marketing

Module code: UMKDX5-15-M

Level: Level 7

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

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Effective marketing is crucial to ensuring event attendance to drive profit, and can be used to cultivate a brand image which contributes to customer experience and loyalty. This module introduces you to the field of marketing within the context of Events Management.

Features: You will be able to apply your learning from this module to practice to conduct market analysis, identify your target market and develop your marketing communications plan and materials for the live event you will design, plan, monitor,

and evaluate in your Strategic Event Creation module. Based on the monitoring data you gather, you will reflect on your marketing communications plan and make recommendations for how this could be adapted if your event was to be staged again.

Educational aims: To provide learners with a critical understanding of marketing in the context of events

To provide learners with an opportunity to apply marketing theory to practice in the context of events

Outline syllabus: Indicative content:

The Marketing Mix

The marketing audit

Segmentation and positioning

Inclusive marketing communications

Marketing communications methods

Events and destination marketing

Monitoring and controlling marketing activity

Crisis Communication

Part 3: Teaching and learning methods

Teaching and learning methods: When the decision is made to stage an event, it is important to conduct environmental scanning to determine the viability of staging the event at the time and place under consideration. It is also important to identify

and target a specific market and to promote the event using a wide range of marketing communications materials designed to catch the attention of the target market and encourage their attendance. Post-event marketing is also important, and coupled with a strong brand image, this can help to ensure customer loyalty and return visitation. Marketing is therefore a core domain of the events management body of knowledge.

In this Event Marketing module, you will learn the core principles of marketing within the context of events management. You will apply theory to practice to conduct market analysis, identify a target market and develop a communications plan and materials for the event you are designing, planning, staging, and evaluating in your Strategic Event Creation module. Using Adobe Express/similar software, you will design and develop the marketing communications for your event. Using the monitoring data gathered during your event, you will critically reflect on your marketing communications plan and make recommendations for any changes you would make if the event were to be held again.

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

MO1 Create a marketing communications plan and inclusive marketing communications materials to achieve communications objectives

MO2 Provide constructive feedback on the performance of self and others

MO3 Justify and/or reflect on theoretically informed choices and decisions

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/434D19C9-9EFC-66B8-FA55-8E77DB4A8877.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/434D19C9-9EFC-66B8-FA55-8E77DB4A8877.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: Task 1: Portfolio (70%)

A group marketing communications plan (10%), group marketing materials (20%), 2000-word explanation and justification of how academic theory informed the marketing communications plan and materials (30%) and group self- and peer assessment (10%).

Task 2: Reflective Piece (30%) - 1500 words

Based on the monitoring data gathered at the learners' live event, learners will reflect on their marketing communications plan and make recommendations for how this could be adapted if the event were to be held again.

Assessment tasks:

Portfolio (First Sit)

Description: Group portfolio

Weighting: 70 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

Reflective Piece (First Sit)

Description: Individual reflection (1500 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Portfolio (Resit)

Description: Group portfolio

Weighting: 70 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

Reflective Piece (Resit)

Description: Individual reflection (1500 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Events Management [Frenchay] MSc 2023-24