



Module Specification

21st Century Experiences

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Part 1: Information

Module title: 21st Century Experiences

Module code: UMKDX7-15-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: The technological developments ushered in by the fourth Industrial Revolution have facilitated new genres of experiences and events such as virtual worlds, virtual, augmented, and alternate reality experiences, and virtual events and hybrid events.

In this module, you will learn about the production and consumption of these different experiences in the context of events. You will draw on your learning to plan and

deliver a virtual event developing your skillset as a capable events professional within a dynamic world.

Features: Not applicable

Educational aims: Develop learners' events management skills through the creation of a technologically produced/enhanced experience/event

Promote learners' ability to work proactively and independently demonstrating leadership while also working effectively within a diverse team recognising the contributions of individuals through the ability to give and receive constructive feedback

Cultivate critically reflective events practitioners

Outline syllabus: 21st century technologies, platforms, and applications for augmented reality experiences, virtual and hybrid events

Designing, planning and managing virtual events

Marketing and advertising

Applications of data analysis for evaluation, sales, and planning

Reflective learning

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching will be via lectorials comprising engaging lectures designed to develop learners' critical understanding of technologically facilitated experiences.

Learners will work in groups to plan a virtual event that they will deliver and evaluate. This authentic learning opportunity will facilitate the development of skills to enhance learners' employability and their development as reflective events practitioners.

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

MO1 Design, plan, market, deliver and evaluate a virtual event

MO2 Reflect critically on the performance of self and others to provide constructive feedback to contribute to continuous professional development.

MO3 Critically reflect on the design, planning, delivery and evaluation of a virtual event.

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://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Task 1: Groupwork Portfolio (70%)

Learners will work in groups to design and deliver a virtual event of their choice. The portfolio will comprise relevant event planning documents and a group self- and peer assessment.

Task 2: Viva/Presentation (30%)

This is an individual assessment that requires learners to draw on their experience and attendees' feedback to critically reflect on the staging of a virtual event.

Students will have the option to complete this assessment via either a viva using visual aids or a presentation.

Assessment tasks:

Portfolio (First Sit)

Description: Group Portfolio

Weighting: 70 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Presentation (First Sit)

Description: Individual viva/presentation reflecting on the event.

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

Presentation (Resit)

Description: Individual viva/presentation reflecting on the event.

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