Module Specification

21st Century Experiences

Version: 2024-25, v2.0, 23 May 2024

Contents

Part 1: Information

Module title: 21st Century Experiences

Module code: UMKDX7-15-M

Level: Level 7

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

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 hybrid event (mixed reality) 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 hybrid 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 hybrid 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 via the following link https://rl.talis.com/3/uwe/lists/569F9419-A564-390D-C56E-4CAF8C9CC874.html?lang=en-GB&login=1

Part 4: Assessment

Assessment strategy: Task 1: Individual Report: 2500 words
Students will plan, manage and evaluate the event in a group, but each group member will produce an individual report that requires learners to draw on their experience and attendees' feedback to critically reflect on the staging of an immersive event from both the production and consumption aspect.

Assessment tasks:

Report (First Sit)
Description: Individual report - 2500 words
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3

Report (Resit)

Description: Individual report - 2500 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Events Management [Frenchay] MSc 2024-25