



Module Specification

Event Experience Design

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Event Experience Design

Module code: UMKT6S-15-2

Level: Level 5

For implementation from: 2026-27

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: This module will introduce students to the concept of designing experiences and how this can be used to create commercial events.

Features: Not applicable

Educational aims: Events Management is a diverse practice of designing unique experiences, some of which students can explore through this practice-orientated module. The module allows students to develop a theoretical and practical

understanding of how experiences can be designed, including immersive experiences and how technology can be used to facilitate them. By the end of the module, students will be able to critically evaluate experience design concepts and demonstrate an understanding of emerging trends in this field.

Outline syllabus: Students will cover the theory behind event experience design, and then apply this in practice by creating their own assessed immersive experience in class time.

Topics covered will include:

Thematic conceptualisation

Multi sensory experiences

Spatial design

Interactive technologies

Storytelling and narrative

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Teaching and learning methods include lectures, seminars and additional scheduled contact e.g. online synchronous Q&A sessions, field trips, experiential exercises, guest speakers

Field trips have proven to be an integral part of this module (previously students were taken to the SS Great Britain) to see how immersive experiences are created and curated. There are also resources/connections within the university that may be able to be used eg the Pervasive Media Studio at Watershed.

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

MO1 Demonstrate the ability to apply experience theory in the design of events experiences

MO2 Demonstrate critical knowledge and understanding of emerging trends within the event experience field

MO3 Evaluate critically the appropriateness of experience theory to the events context

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 0

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkt6s-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umkt6s-15-2.html>

Part 4: Assessment

Assessment strategy: Assessment requires students to create their own experiences in class time and demonstrate application of theory in a presentation. This is one assessment point, as the presentation will be directly after the experience. Learning outcomes will be met as students will be able to show, at the end of the module, that they are able to apply theory to create their own experiences, and also critique theory, which will be evidenced through the presentation part of the

assessment.

Feedback from the current cohort of students is that they would like more practical assessment- this is why creating a set exercise will be beneficial. It will also allow students to build upon their event specific experience which will be helpful when applying for placements years/job roles on graduation.

Authentic learning will be evidenced through the fact that students must be present for the staging at their in class 'experience'.

Students will have the opportunity to work with module tutors in class to receive formative feedback.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Set Exercise (First Sit)

Description: Immersive experience and presentation that demonstrates the theory used for the experience design

10 mins for the experience 10 mins for the presentation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Set Exercise (Resit)

Description: Immersive experience and presentation that demonstrates the theory used for the experience design

10 mins for the experience 10 mins for the presentation

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:

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Events Management [Phenikaa] BA (Hons) 2025-26

Business and Events Management [Frenchay] BA (Hons) 2025-26