



Module Specification

Specialised Events Practice

Version: 2027-28, v1.0, Approved

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Part 1: Information

Module title: Specialised Events Practice

Module code: UMKT6U-15-3

Level: Level 6

For implementation from: 2027-28

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 covers specific areas in the events sector and allows students to explore contemporary issues within them.

Features: Not applicable

Educational aims: The aim of this module is to allow students to explore contemporary issues within particular sectors in the events industry from a

theoretical and practical perspective, critique theory and practice, and synthesise arguments.

Outline syllabus: Exploring key sectors from practical and theoretical perspectives, for example:

Sports

festivals

personal events

lifecycle events

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.

Lectures will introduce students to research in various event sectors and seminars will give students time to explore these concepts further and to work on assessments.

Formative feedback will be given in classtime when students will work with module tutors.

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

MO1 Demonstrate a conceptual understanding of the arguments ideas and techniques relevant to events practice .

MO2 Critically evaluate the key arguments, assumptions and abstract concepts to use research to solve problems in events practice.

MO3 Demonstrate an appreciation of the events literature, and the uncertainty, ambiguity and the limits of knowledge and challenges when analysing a social problem in an event industry context.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkt6u-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkt6u-15-3.html>

Part 4: Assessment

Assessment strategy: Poster presentation and discussion

The students will be required to produce an academic poster and to discuss it with module tutors. The focus of the poster will give students the opportunity to explore in depth a key area of event practice and evaluate it in relation to academic research, which will be of importance for future work in the industry, and also further study.

Authentic learning will be evidenced by the discussion with module staff when presenting the poster.

Marks are individual for this assessment.

Formative feedback will be provided in class seminar time, as well as in additional

support sessions around assessment.

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:**Poster (First Sit)**

Description: This includes a poster presentation and a discussion with module tutor in controlled exhibition conditions

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Poster (Resit)

Description: This includes a poster presentation and a discussion with module tutor in controlled exhibition conditions

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

