



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Events and Festivals Management				
Module Code	UMKD75-15-3	Level	3	Version	1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	BA (Hons) Business Studies; BA (Hons) Marketing, BA (Hons) Marketing Communications; BA (Hons) Tourism Management; BA (Hons) Business with Marketing, BA (Hons) Business with Tourism				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites			Co- requisites		
Excluded Combinations			Module Entry requirements		
Valid From	September 2013		Valid to		

CAP Approval Date	
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. demonstrate understanding of the significance for diverse communities of staging international, national and local events and festivals (components A and B) 2. critically analyse the economic, environmental and socio-cultural impacts of staging of events and festivals; (component A) 3 critically evaluate the benefits and challenges of designing and marketing events and festivals (component B) 4. understand, critically evaluate and apply relevant theories, models and approaches to event management (components A and B) 5. integrate and evaluate information and learning from a range of different sources better to understand and explore complex event management challenges communicate complex ideas in a manner that is articulate (components A and B) 6. work as part of a group to conceptualise and pitch an event or festival and critically reflect on this process (component B)
Syllabus Outline	

	<p>Issues examined within the module include:</p> <ul style="list-style-type: none"> • Structures and stakeholders in events and festivals (classifications of events) • Strategic planning and bidding for events and festivals • Understanding the event experience • Economic, environmental, political and social aspects of events and festivals • Events, festivals, destination marketing and public relations • Marketing strategies and event sponsorship • Events operations management, legal and ethical issues
<p>Contact Hours/Scheduled Hours</p>	<p>Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks.</p>
<p>Teaching and Learning Methods</p>	<p>Learning in the module is achieved through a combination of class-based activity, student led group-based activity and independent study. The classroom sessions are designed to actively support the development of independent experiential and enquiry-led learning strategies by the students. The sessions combine formal tutor input such as lectures with a wide range of participative activities including: case studies; individual and group-problem solving activities; experiential and enquiry based learning methods; student-led discussions and guest speakers. There will be a strong emphasis on linking learning from directed readings to their own enquiries and to application using a variety of case studies.</p> <p>Students will be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. Students will be directed on how the resources on this site should be used to develop the skills that will underpin their studies in the module handbook and/or via Blackboard.</p> <p>Extensive use will be made of Blackboard to support students' learning, to facilitate interactions between students thereby promoting a sense of learning community.</p>
<p>Reading Strategy*</p>	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>Essential Reading:</p> <p>For this module no set text is specified as essential in that it is difficult to identify one text that covers all aspects of events and festivals management along with discussing a wide range of different types of event. Lists of relevant reading will be provided in the module handbook and indicated on the module's Blackboard site. Students are actively encouraged to read journal articles for this module as these will provide up-to-date theories and examples.</p>
<p>Indicative Reading List</p>	<p>Allen, J. (2005) <i>Festival and Special Event Management</i> 3rd ed., Milton, Qld.: John Wiley</p> <p>Baum, T. (2009) <i>People and Work in Events and Conventions : a research perspective</i>. Wallingford: CABI</p> <p>Bowdin, G. A. J. (2006) <i>Events Management</i> 2nd ed Oxford: Butterworth-</p>

	<p>Heinemann [electronic resource]</p> <p>Carter, P. (2009) <i>The Complete Special Events Handbook</i>, London: Directory of Social Change</p> <p>Fleming, S. and Jordan, F. (2006) (eds.) <i>Events and Festivals: Education, impacts and experiences</i>. Eastbourne: LSA Publications</p> <p>Graham, S., Graham, J., Goldblatt, J. and Delpy Neirotti, L. (2001) <i>The Ultimate Guide to Sports Marketing</i>, New York ; London : McGraw-Hill [electronic book]</p> <p>Higham, J. (ed) (2005) <i>Sport Tourism Destinations: Issues, opportunities and analysis</i>. Oxford: Butterworth Heinemann.</p> <p>Hoyle, L. J. (2002) <i>Event Marketing: how to successfully promote events, festivals, conventions, and expositions</i>, New York: Wiley</p> <p>Kilkenny, S. (2006) <i>The Complete Guide to Successful Event Planning</i>, Ocala, Fla.: Atlantic Pub. Group</p> <p>Mallen, C. and Adams, L. J. (2008) (eds.) <i>Sport, Recreation and Tourism Event Management: theoretical and practical dimensions</i>, Oxford: Butterworth-Heinemann</p> <p>Masterman, G. (2009) <i>Strategic Sports Event Management</i>. Olympic edition, 2nd ed. Oxford : Elsevier</p> <p>Skinner, B. E. (2003) <i>Event Sponsorship</i>, New York ; [Chichester] : Wiley[electronic book]</p> <p>Tassiopoulos, D. (2010) (ed.) <i>Events Management: a developmental and managerial approach</i>, 3rd ed., Claremont: Juta</p> <p>Selected websites may also provide useful contextual information for policies and case studies. Some examples are:</p> <p>www.ukssport.gov.uk http://www.visitbritain.com/things-to-see-and-do/interests/sports/index.aspx http://www.sprig.org.uk/htfo/htfotourism.html http://www.culturalolympics.org.uk/</p>
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Part 3: Assessment	
Assessment Strategy	<p>The assessment strategy has two components: A) which is a 2 hour seen examination based on a case study event evaluation exercise; and B) which is a group presentation in the form of pitching an idea for a new event or festival. This exercise will involve students engaging with people and information from external organisations such as charities to provide a 'real world' context for the pitches.</p> <p>Formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regard to developing thinking and current approaches to assessment and working with the assessment criteria.</p> <p>The assessment criteria for components A and B elements are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.</p>
Identify final assessment component and element	Component A

% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Case study-based seen examination (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. 20 minute group presentation	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Essay based Examination (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Reflective individual essay (2500 words)	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		