



Module Specification

Events and Festivals Management

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Part 1: Information

Module title: Events and Festivals Management

Module code: UMKD75-15-3

Level: Level 6

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: Issues examined within the module include:

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

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks.

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.

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.

Extensive use will be made of Blackboard to support students' learning, to facilitate interactions between students thereby promoting a sense of learning community.

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

MO1 Demonstrate understanding of the significance for diverse communities of staging international, national and local events and festivals

MO2 Critically analyse the economic, environmental and socio-cultural impacts of staging of events and festivals

MO3 Critically evaluate the benefits and challenges of designing and marketing events and festivals

MO4 Understand, critically evaluate and apply relevant theories, models and approaches to event management

MO5 Integrate a variety of different sources of information and evaluate complex event management challenges

MO6 Work as part of a group to conceptualise and pitch an event or festival and critically reflect on this process

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkd75-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkd75-15-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy has two tasks. A 750 word reflection on the socio cultural impacts of events; and 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.

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.

The assessment criteria for tasks are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.

Assessment tasks:

Presentation (First Sit)

Description: 20 minute group presentation

Weighting: 75 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6

Written Assignment (First Sit)

Description: 750 word essay reflection on the socio cultural impacts of events

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Presentation (Resit)

Description: Individual presentation 20 minutes

500 word reflection

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6

Written Assignment (Resit)

Description: Reflective individual essay (750 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2021-22

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [INTUNI] BA (Hons) 2023-24

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Leadership [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20