



MODULE SPECIFICATION

Part 1: Information			
Module Title	Events and Festivals Management		
Module Code	UMKD75-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: Issues examined within the module include:</p> <p>Structures and stakeholders in events and festivals (classifications of events)</p> <p>Strategic planning and bidding for events and festivals</p> <p>Understanding the event experience</p> <p>Economic, environmental, political and social aspects of events and festivals</p> <p>Events, festivals, destination marketing and public relations</p> <p>Marketing strategies and event sponsorship</p> <p>Events operations management, legal and ethical issues</p> <p>Teaching and Learning Methods: Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks.</p>

STUDENT AND ACADEMIC SERVICES

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.

Part 3: Assessment

The assessment strategy has two components: A) which is a 750 word reflection on the socio cultural impacts of events; 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.

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 components A and B elements are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component B		75 %	20 minute group presentation
Written Assignment - Component A	✓	25 %	750 w essay reflection on the socio cultural impacts of events
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A		25 %	Reflective individual essay (750 words)
Presentation - Component B	✓	75 %	Individual presentation 20 minutes 500 word reflection

Part 4: Teaching and Learning Methods

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

Module Learning Outcomes	Reference
Demonstrate understanding of the significance for diverse communities of staging international, national and local events and festivals	MO1
Critically analyse the economic, environmental and socio-cultural impacts of staging of events and festivals	MO2
Critically evaluate the benefits and challenges of designing and marketing events and festivals	MO3

STUDENT AND ACADEMIC SERVICES

	Understand, critically evaluate and apply relevant theories, models and approaches to event management	MO4
	Integrate a variety of different sources of information and evaluate complex event management challenges	MO5
	Work as part of a group to conceptualise and pitch an event or festival and critically reflect on this process	MO6
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p>The reading list for this module can be accessed via the following link: https://uwe.rl.talis.com/modules/umkd75-15-3.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Business Management with Marketing {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2020-21
 Marketing{Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business Management and Leadership [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2018-19
 Marketing Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Marketing Management[Jan][FT][Northshore][3yrs] - Not Running BSc (Hons) 2017-18
 Business and Management [Jan][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2018-19

STUDENT AND ACADEMIC SERVICES

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2018-19

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2018-19

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19