Module Specification

Events and Festivals: Planning and Management

Version: 2023-24, v1.0, 31 Jan 2022

Contents

Part 1: Information

Module title: Events and Festivals: Planning and Management

Module code: UMKDBM-15-M

Level: Level 7

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

Delivery locations: Frenchay Campus

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: In addition to the Learning Outcomes the educational experience may explore, develop, and practise but not formally discretely assess the following:

Time management skills;

Effectiveness at working independently;

Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.

Outline syllabus: The syllabus includes:

Strategic analysis of the nature, structure, composition and function of the events and festivals sectors in diverse regional, national and international contexts

Conceptualising and planning for different types of event and/or festival incorporating critical analysis of policy context, communities, stakeholders, planning cycle, and bidding

Accessing funding for events and festivals: private, public and sponsorship sources and bidding processes

Evaluation of socio-cultural, economic, environmental and political benefits and impacts of events and festivals, including their role in regeneration

Risk management for events and festivals: financial, legal and ethical safeguards required

Event impact assessment measures, performance indicators and methods of assessment

Event management and logistics - including health and safety guidance and practice

Designing and promotion of the Event Experience – the importance of innovation and creativity

Part 3: Teaching and learning methods

Teaching and learning methods: The lecture sessions combine formal lecturing with a range of participative activities, such as case studies, problem solving activities and group discussion of relevant theories and concepts. Subject to availability guest speakers and site visits will form an integral part of the teaching and learning on the module. The sessions require preparation in advance by the students and relevant reading and independent learning tasks will be detailed in the module handbook and online.

Learning in the module is achieved through a combination of class-based activity, Problem-Based Learning (PBL) activities, student-led discussions and independent study. There are classroom sessions (or equivalent site visit activities) for two hours each week over 12 weeks and these are designed to actively support the development of independent learning strategies by the students.

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

MO1 Critically assess socio-cultural/economic/political benefits and impacts of staging festivals and events with reference to their local and global environments

MO2 Analyse the role of relevant policy and strategy in influencing the planning of a variety of events and festivals

MO3 Develop and creatively apply event planning and design principles in the context of events and festivals

MO4 Explain and critique theories and concepts drawn from events management and discuss their application in the context of organising events and festivals

MO5 Demonstrate a critical understanding of risk management issues in the context of planning and operation of events and festivals

MO6 Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to address the challenges of planning and organising events and festivals

MO7 Set criteria for performance evaluation and use this to evaluate the performance of self and others within a team

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

https://uwe.rl.talis.com/modules/umkdbm-15-m.html

Part 4: Assessment

Assessment strategy: The module requires students to plan an event for a client which they will stage in the semester 2 module Staging and Evaluation of Events. This authentic assessment provides students with the opportunity to put their learning in to practice. Task 1 requires students to pitch their plans for the event to their lecturer and client to receive formative feedback in advance of semester 2. Given the authentic nature of the assessment and the group work involved, Task 2is a self- and peer assessment that provides the students with the opportunity to evaluate each other's performance within the group.

Assessment components:

Presentation (First Sit)
Description: Presentation
Weighting: 70 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Group work (First Sit)
Description: Group Self- and Peer Assessment
Weighting: 30 %
Final assessment: No
Group work: No
Learning outcomes tested: MO7

Group work (Resit)
Description: Self- and Peer Assessment

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested:

Presentation (Resit)

Description: Presentation

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study: