



## **Module Specification**

### **Economics for Events and Marketing**

Version: 2023-24, v1.0, 19 Jul 2023

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## Part 1: Information

**Module title:** Economics for Events and Marketing

**Module code:** UMEDGW-15-1

**Level:** Level 4

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Accounting Economics & Finance

**Partner institutions:** None

**Field:** Economics

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Understanding the Business and Economic Environment (Business, International and Management) 2023-24

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This module introduces students to basic economic principles with relevance to marketing and events, through the use of case studies uncovering contemporary issues, trends and challenges. The course will expose students to the ways in which economic concepts can be used to analyse and understand the different interests, needs and roles of individuals, enterprises, institutions and other business/economic entities. The central theme is around the notion of information.

Teaching and assessment are designed in order to enable students to develop both awareness as well as practical analytical skills.

**Features:** Not applicable

**Educational aims:** On successful completion of this module students will be able to demonstrate the following:

Possession of an extensive economics vocabulary and ability to discuss threshold concepts in economics using real-world examples.

Ability to apply simple economics concepts and tools to identify and analyse contemporary business issues from the perspectives of consumers, producers, marketers and regulators.

Awareness of debates within economics and understanding of the variation in impact for individuals, firms, institutions, governments and other economic and business entities.

Ability to interpret, manipulate and analyse both graphical and tabular business and economic data.

Ability to discuss contemporary questions and connect these to relevant debates, frameworks and tools

Ability to reference and draw on different sources of information to support their argument (e.g. academic, corporate, media, institutions, government etc.).

Ability to engage in discussion about key economic issues as discussed in the media/academic debates.

Ability to work in a team, manage time, and present/discuss findings.

Ability to position economic/business concepts and debates within a particular context (geographical, institutional, policy, economic etc.)

**Outline syllabus:** Key themes covered include (non-exhaustive list):

Consumer operations and perspective.

Producer operations and perspective.

Different role and conceptualization of information and data.

The importance and variation of context (business, institutional, macroeconomic, geographical, political etc.).

Impact of trends and changes in the business/economic environment and modes of operation.

The course will introduce core concepts and terminology including (but not restricted to):

Supply and demand.

Equilibrium, optimization, elasticity.

Price mechanism.

Information/data.

Core assumptions (e.g. imperfection, role of individual, efficiency).

Role of institutions (structure, infrastructure, rules, regulations).

Specific subthemes within economics e.g. behavioural economics, institutional economics.

These key themes, concepts, underlying assumptions, basic terminology, mechanisms and economic/business entities will be explored through the use of selected case studies that highlight different aspects of the debates. These case studies are chosen to reflect current affairs and prominent issues across consumption, production, institutions and policy. The case studies will cover different aspects of economic and business behaviour including manufacturing, services, environment, regulation/policy and will draw on the research activities of the teaching staff.

### **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 week. These are made up of 1 lecture,

1 lectorial and 1 workshop. In addition, staff will be available during the semester during their office hours (2 hours a week) for face-to-face meetings. Queries and extended discussions with staff can also be raised through blackboard or e-mail. Extensive use will be made of Blackboard (see below) for weekly guided case study preparation; to support students' learning; to facilitate interactions between students and to provide feedback on formative and summative assessments. Students will also be directed towards the UWE Library online Study Skills resources and Careers resources and a number of e-learning resources will also be used.

Blackboard – This module is supported by Blackboard, where students will be able to find all necessary module documentation, including guidance on further reading and discussion questions to prepare. These will be detailed in the module handbook/outline. Direct links to information sources and other resources will be provided from within Blackboard.

UWE Libraries – Engagement with various manual and e-resources available through the library will be a core requirement of this module. This includes resources such as mySkills/Skills zone (workshops for information retrieval, referencing, evaluation skills and literature reviewing) and the Skills4Study (academic reading/note making/writing, critical thinking, referencing and plagiarism).

The syllabus is taught through three different forms of contact:

Lectures will introduce core concepts, mechanisms, terminology, assumptions and highlight context and debates.

Lectorials will present the case studies, identify key issues, discuss context, explore the strengths and limitations of the underlying analytical frameworks / economic concepts.

Workshops will link concepts and terminology to the cases, engage students in critical thinking and to build skill set around analytical approaches (e.g. introducing diagrams, interpreting trends data in graph/table format, identifying relationships/tensions between business and economic entities).

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

**MO1** Possession of an extensive economics vocabulary and ability to discuss threshold concepts in economics using real-world examples.

**MO2** Ability to apply simple economics concepts and tools to analyse contemporary business issues from the perspectives of consumers, producers, marketers and regulators.

**MO3** Awareness of debates within economics and understanding of the variation in impact for individuals, firms, institutions, governments and other economic and business entities.

**MO4** Ability to interpret, manipulate and analyse both graphical and tabular business and economic data.

**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://readinglists.uwe.ac.uk) via the following link

<https://uwe.rl.talis.com/modules/umedgw-15-1.html>

## Part 4: Assessment

**Assessment strategy:** This module deploys a mix of formative and summative assessment. Their aim is to evaluate the student's skill in understanding and applying a range of economic concepts applicable to the individual, the firm and the economic environment (nationally and globally).

The teaching will be geared towards engaging students in connecting the conceptual framework, the evidence, and using select analytical tools.

Students will be assessed through a mix of formative and summative assessments.

The objective is to evaluate the students' ability to understand and apply core economic concepts to contemporary issues relevant to consumers, producers, policy and regulation, and arising from changes within the broader economic and business context.

#### Formative assessment :

This takes various forms and will occur throughout the course in the form of feedback on workshop discussions/presentations. Students are expected to participate in one formative individual or group presentation on a set topic during the workshops. This assists in preparing them for the summative presentation and written assessment. Students will be given guidance on the expected structure and content.

#### Summative assessment A and B:

##### Task A

At the end of the module students are expected to develop a group presentation that covers the key conceptual aspects as well as applies these to evidence (e.g. a case study). This activity also provides the students an opportunity to receive feedback on their presentation skills. Students will be given guidance on the expected structure and marking scheme. The presentations will be evaluated by a panel composed of teaching staff. The marking allocation will take into account the students' own assessment of input and effort of each member of their team.

##### Task B

Students write a 1,500-word essay or other individual written work on a contemporary business/economic issue.

The written work allows the students to show their understanding of the core concepts and the analytical framework and to apply these to a contemporary scenario, case, evidence or question. This exercise will assess their ability to display and interpret evidence as well as to write academic text with appropriate structure, style, and referencing. The written individual work precedes and serves as background and practice to the final presentation.

Plagiarism checks using standard platforms will be carried out on the written individual work.

**Assessment tasks:****Written Assignment (First Sit)**

Description: Individual written assignment/essay (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Presentation (First Sit)**

Description: Prepared group presentation (15 Mins)

Weighting: 40 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (Resit)**

Description: Individual written assignment/essay (1500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Presentation (Resit)**

Description: Prepared group presentation (15 Mins) groups of one permitted where necessary .

Weighting: 40 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4



## Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Marketing [Villa] BA (Hons) 2023-24

Business Management with Marketing [Villa] - Withdrawn BA (Hons) 2023-24

Business and Events Management [Phenikaa] BA (Hons) 2023-24

Marketing [Frenchay] BA (Hons) 2023-24

Business and Events Management [Frenchay] BA (Hons) 2023-24

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23