




## MODULE SPECIFICATION

Part 1: Information			
Module Title	Corporate Events		
Module Code	UMKDR7-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	Business and Management		
Contributes towards	BA (Hons) Business and Events Management (optional )		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>Business-to-business events are now a multi billion dollar industry worldwide, with around 1.3 million meetings held in the UK each year. This ever-increasing corporate industry has solidified itself as an essential area within Events Management both practically and theoretically. Employers often use the services of specific corporate event planners to oversee the process of event organisation from conception to completion.</p> <p>This module will cover:</p> <ol style="list-style-type: none"> <li>1) Corporate PR principles and theory</li> <li>2) Corporate communications techniques, skills, and approaches</li> <li>3) Seminar, meeting and conference planning</li> <li>4) Corporate event objectives</li> <li>5) Delegate requirements</li> <li>6) Venue sourcing</li> </ol>
Part 3: Assessment
<p>Component A is a group presentation (20 mins) where groups will pitch their ideas for an appropriate event in relation to a corporate client brief provided for them. This will allow them to put the theory covered in this module into practice and give them an insight into the pitching practices prevalent in the events industry. Students will be required to submit a 500 word self-reflection on group work, detailing their individual contributions and the experiences of putting together a pitch in a team.</p>

Component B is an individual portfolio which demonstrates student's ability to apply creative ideas and financial analysis in the corporate event context.		
Identify final timetabled piece of assessment (component and element)		Component A
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>65%</b>	<b>35%</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b> (as % of component)
1. Group presentation (20 mins)		85%
2. Self- reflection (500 words)		15%
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b> (as % of component)
1. Individual portfolio (1500 words)		100%
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b> (as % of component)
1. Individual Presentation (5 mins)		85%
2. Reflection on team work (500 words)		15%
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b> (as % of component)
1. Individual portfolio (1500 words)		100%
<b>Part 4: Learning Outcomes &amp; KIS Data</b>		
Learning Outcomes	On successful completion of this module students will be able to:	
	<ol style="list-style-type: none"> <li>1. Explain and apply event management theories, models and approaches to a corporate event context. (Component A and B)</li> <li>2. Work in groups to conceptualise and pitch a corporate event in response to a client brief, and reflect on the experiences of individual contributions and team work. (Component A)</li> <li>3. Apply a range of appropriate tools to the planning and implementation of corporate and PR communications. (Component A and B)</li> </ol>	

Key Information Sets Information (KIS)	<b>Key Information Set - Module data</b>																			
	<i>Number of credits for this module</i>					15														
Contact Hours	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours															
	150	36	114	0	150															
Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																			
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td style="text-align: center;">35%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td style="text-align: center;">65%</td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">100%</td> </tr> </table>					Total assessment of the module:			Written exam assessment percentage		0%	Coursework assessment percentage		35%	Practical exam assessment percentage		65%			100%
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		100%																		
Reading List	Reading list link <a href="https://uwe.rl.talis.com/search.html?q=UMKDR7-15-3&amp;qbutton=">https://uwe.rl.talis.com/search.html?q=UMKDR7-15-3&amp;qbutton=</a>																			

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First Approval Date (and panel type)	15 January 2019 <a href="#">link to RIA</a>			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>1</i>	<i>Link to RIA</i>