

**EVNT B8001: Event Management for the PR  
Industry**

Module Details	
Module Code:	EVNT B8001
Full Title:	Event Management for the PR Industry <b>APPROVED</b>
Valid From::	Semester 1 - 2013/14 ( September 2013 )
Language of Instruction:	
Duration:	1 Semester
Credits::	7.5
Module Owner::	Liz Englishby
Departments:	Unknown
Module Description:	no description provided

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Develop the skills to conceptualise, plan, execute and evaluate an effective event plan.
MLO2	Apply the tactics learned to develop an effective PR campaign for an event using appropriate online and offline media.
MLO3	Critically evaluate the impacts of events.
MLO4	Evaluate the effectiveness of an event in its aftermath and prepare a report
Pre-requisite learning	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content
<b>Introduction to Event Management</b> Definition of Event Management . Types of Events . Stakeholders of an event . Qualities of an event manager
<b>Impact of Events</b> Assessing the social, environmental, economic, developmental and political impacts of events . Case Studies
<b>Event Planning Process</b> Strategic Planning process . Creating and evaluating the event concept . PEST and SWOT Analysis . Operational Planning . Event Vision . Mission Statement . SMART Objectives
<b>Venue Selection</b> Selecting a venue for an event
<b>Event Logistics</b> Gantt Chart . Network Analysis
<b>Event Marketing</b> Preparing a Strategic Marketing Plan
<b>Event PR</b> Promoting the event using the range of online and offline media . Developing a PR Program
<b>Sponsorship</b> Define sponsorship . Why organisations sponsor events . What we can sell to sponsors . Identifying appropriate sponsors . Elements of a sponsorship proposal . Evaluating sponsors
<b>Sustainable Event Management</b> Making your event environmentally friendly . Case Studies

Module Assessment	
Assessment Breakdown	%
Course Work	50.00%
Final Examination	50.00%
Module Special Regulation	

## Assessments

Full Time On Campus			
Course Work			
Assessment Type	Group Project	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	2,4
Duration in minutes	0		
Assessment Description	n/a		
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,3,4
Duration in minutes	0		
Assessment Description	End-of-Semester Final Examination		
Reassessment Requirement			
A repeat examination			
Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.			

## Module Workload

### Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	Lectures Supported by case studies and discussion	Every Week	3.00	3
Directed Reading	Non Contact	Students will be assigned current and seminal articles to review	Every Week	3.00	3
Independent Study	Non Contact	Analysis of case studies and readings	Every Week	3.00	3
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					3.00

This module has no Part Time On Campus workload.

## Module Resources

### Recommended Book Resources

Bowdin, G, McDonnell, I, Allen, J, O'Toole, W. (2010), Events Management, 3rd Edition. Butterworth Heinemann, [ISBN: 9781856178181].

Goldblatt, J.J. (2010), Special Events, A New Generation and the Next Frontier, Wiley,, New York, [ISBN: 047044987X].

Bowdin, G. (2012), Event Management, 3rd Edition. Routledge, [ISBN: 1856178188].

Guy Masterman, Emma Wood. (2005), Innovative Marketing Communications, Strategies for the Events Industry, Imprint: Butterworth Heinemann, [ISBN: ISBN: 978-0-7506-6361-8].

Getz, Donald. (2012), Event Studies, Routledge, [ISBN: 1136404791].

Preston, CA. (2012), Event Marketing, How to Successfully promote events, festivals, conventions and expositions, Wiley, [ISBN: 1118110714].

Jones, Meegan. (2012), Sustainable Event Management ; A Practical Guide, Routledge, [ISBN: 1136545026].

Nigel Jackson. (2013), Promoting and Marketing Events: Theory and Practice, Taylor and Francis Group, [ISBN: 041566733X, 9780415667333].

### Supplementary Book Resources

Yeoman, Ian. (2004), Festival and Events Management, Routledge, [ISBN: 075065872X].

Shone, A and Parry B. (2004), Successful Event Management, Continuum, London, [ISBN: 1844800768].

*This module does not have any article/paper resources*

### Other Resources

Journal, Event Management.

Journal, International Journal of Events Management Research.

Journal, Event Industry News,  
<http://www.eventindustrynews.co.uk>

Journal, Journal of Policy Research in Tourism, Leisure and Events.

Website, International Festival and Events Association,  
<http://www.eifea.com>

Website, European Festival Association,  
<http://www.efa-aef.eu>

Website, Event Solutions,  
<http://www.event-solutions.com>

Website, www.pcma.org.