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## MODULE DESCRIPTOR

### Module Title

Corporate And Association Events Management

Reference	CB2007	Version	1
Created	April 2018	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

### Aims of Module

The aim of this module is to give students a focused insight into the management of Corporate and Association Events

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Describe the corporate and association event sector, illustrating evolution, economic value, key characteristics and trends.
- 2 Explain the key sub-sectors of the corporate and association event sector, summarising characteristics and main stakeholders
- 3 Identify key trends in the corporate and association events industry.

### Indicative Module Content

Definitions; Corporate and Association Events: Evolution, Volume, Value, Key Characteristics; Sub-Sectors: Conferences and Meetings, Corporate Hospitality, Incentive Travel, Exhibitions and Trade Fairs, Individual Travel; Supply and Demand Characteristics and Trends; Association and Corporate Events; Bid Process; Stakeholders and their contribution: Public and Private Sector Agencies; Industry Trends.

### Module Delivery

This is a lecture based module, which is supported by interactive tutorials and industry speakers

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3  
 Description: Individual Written Assessment

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Individual Report. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 59%
<b>C</b>	50% - 49%
<b>D</b>	40% - 39%
<b>E</b>	35% - 34%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 ROGERS, T., 2013. Conferences and conventions: a global industry. 3rd ed. Oxford: Butterworth Heinemann. ebook
- 2 MCGILLIVRAY, D. and TURNER, D., 2018. Event Bidding, Politics, Persuasion and Resistance. Oxon: Routledge.
- 3 DAVIDSON, R., 2019. Business Events. London: Routledge. ebook.
- 4 ROGERS, T and DAVIDSON, R, 2016. Marketing destinations and venues for conferences, conventions and business events. 2nd Edition. London: Routledge. ebook.