

MODULE DESCRIPTOR

Module Title

Corporate And Association Events

Reference	CB2019	Version	1
Created	March 2024	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	March 2021	ECTS Points	7.5

Aims of Module

The aim of this module is to give students a focused insight into the processes around event sales and bidding, intertwined with relevant management practices from a venue and destination perspective. Intertwined with relevant theory and live engagement.

Learning Outcomes for Module

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

- 1 Understand the characteristics of the corporate and association events sector illustrating value, varying sub sectors and trends
- 2 Describe and evaluate the need of business events in relation to their functionality for a relevant stakeholder environment.
- 3 Understand, explain and evaluate the processes of event bidding for association events.
- 4 Describe and evaluate the processes of sales for venues and destinations.

Indicative Module Content

Definitions; Evolution and Value; Corporate and Association Event Bidding; Venue and Destination Sales; Destination Marketing; Business Event Tourism; Supply and Demand; Industry Trends; Stakeholder Environment and Analysis; Conference Planning; Business Event Typologies; Forecasting and Strategy. This module aligns with UNESCO'S Education for Sustainable Development Collaboration and Integrated Problem-Solving competencies. This is because students will explore and work with one another in hypothetical association event bidding to consider and develop collaborative development opportunities for destinations and other relevant stakeholders. The content delivered will align with UN SDG 11 sustainable cities and communities through event and event tourism impact, as well as SDG 17 in partnership for these wider impact goals for social society enhancement.

Module Delivery

This is a lecture based module, which is supported by interactive tutorials, class based workshops 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, 4
 Description: Group and Individual Portfolio Assessment

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	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.