MODULE DESCRIPTOR

Module Title

Events in the Creative Industries

Reference	CB3105	Version	2
Created	February 2024	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To provide the student with the ability to comprehensively understand and appraise the role of events in the creative industries, including the complex process of sustainable event management. This will be integrated with core operations and creative event management theory. This module will give students an in-depth understanding of the purposeful and significant nature of events in the creative industries and the opportunity to evaluate the sustainable and operational aspects of events from contextualised event management, symbolic and experimental theories and research.

Learning Outcomes for Module

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

1	Critically appraise the operational aspects of event management theory
2	Critically appraise the role and value of events in the creative industries
3	Evaluate the creative purposeful event planning process

Indicative Module Content

Purposeful Events; Creative Spaces; Event Values; Creative Economy; Conceptualising Events, Scoping the Events Industry; Consuming Events; Event Conceptualising Design; Event Feasibility; Project Management for Events; Events and Finance; Events and Sponsorship; Events and Marketing; Events and Digital Media; Events and Risk; Legal Issues in Events; Events and HRM; Event Logistics; Staging Events; Events and Sustainability; Symbolic Consumption and Experience Economies; Future Issues in Events Management; Event Appraisal and Evaluation; Event Impacts; Virtue Signalling. This module aligns with several United Nations Sustainable Development Goals (UNSDG). Good Health and Wellbeing (UNSDG 3) and Reduced Inequalities (UNSDG 10) - a focus on the role of events in creating impact, supporting community, social inclusion, and activism. Decent Work and Economic Growth (UNSDG 8) ? developing sustainable financial strategies and economic opportunities, and promoting ethical event management leadership and sustainable elements through third parties and terms of engagement. Industry Innovation and Infrastructure (UNSDG 9), Sustainable Cities and Communities (UNSDG 11), Responsible Consumption and Production (UNSDG 12), Climate Action (UNSDG 13) ? exploring innovative solutions to current and future sustainability and macro-environmental challenges. Partnership for the Goals (UNSDG 17) ? working with third parties to enhance sustainable event management practices and quality standards and assurance. The module also engages students with UNESCO?s Education for Sustainable Development Competencies (ESDC) including Anticipatory, Strategic and Collaboration, in terms of evaluating future change, collectively developing innovative actions, and learning from others. Critical Thinking, and Systems Thinking in terms of learning from and relating to others, the ability to question practices and opinions, and deal with uncertainty within complex event management organisations. Integrated Problem-Solving is developed through the application of various frameworks to resolve a variety of event management challenges.

Module Delivery

Key concepts and creative themes will be introduced and illustrated via lectures. Opportunities to operationalise and appraise this learning will be given via practical tasks in workshop sessions to contextualise to chosen industries. With opportunity to critically evaluate operations and theory in relation to practical, contemporary event and historical examples, multi-media case studies, directed reading, group and digital interactive tasks will supplement the core contact hours.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	32	N/A
Non-Contact Hours	118	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
Actual Placement hours for professional, statutory or regulatory body		

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 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 BERRIDGE, G., 2011. *Event Design and Experience.* 2nd ed. Oxon: Routledge.

2 BOWDIN, G.A.J. et al., 2023. *Events management.* 4th ed. London: Routledge. *ebook*

3 LONG, P. and MORPETH, N., 2016. *Tourism and the Creative Industries.* London: Routledge.

4 MATTHEWS, D., 2013. *Special event production the process.* London: Routledge.

5 RICHARDS, G. and PALMER, R., 2012. *Eventful cities.* London: Routledge. *ebook*

6 PINE, B.J. and GILMORE, J.H., 2011. *The experience economy.* Boston: Harvard Business Press.