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MODULE DESCRIPTOR

Module Title

Live Client Event Project 1: Planning & Delivery

Reference	CB4033	Version	1
Created	October 2020	SCQF Level	SCQF 10
Approved	December 2020	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

The aim of this module is to give students an opportunity to demonstrate their complete understanding of the strategic aspects of event management via the planning and delivery of a live client event project.

Learning Outcomes for Module

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

- 1 Develop a plan to achieve specified objectives in response to client needs.
- 2 Demonstrate an ability to critically evaluate and assess an event-based scenario through the delivery of a strategic consultancy project.
- 3 Demonstrate effective client liaison and the ability to manage and record individual progress through the regular reporting of activity.

Indicative Module Content

strategic event management, campaign development, event fundraising, event design, event marketing, event finance, event project management, event logistics, event delivery, event sponsorship

Module Delivery

This module is primarily student led, with students receiving supervision from both an academic mentor and an industry-based specialist.

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: Group and Individual Portfolio Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60-69%
C	50-59%
D	40-49%
E	35-39%
F	0-34%
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 YEOMAN, I. et al., 2012. Festival and events management. London: Routledge.
- 2 BOWDIN, G. et al., 2023. Events management. 4th ed. London: Routledge. Ebook
- 3 FOLEY, M., MCGILLIVRAY, D. and MCPHERSON, G., 2012. Event policy: From theory to strategy. Routledge.
- 4 O'TOOLE, W., 2010. Events feasibility and development. Routledge.
- 5 VAN NIEKIRK, M. and GETZ, D., 2019. Event Stakeholders: Theory and Methods for Event Management and Tourism. Goodfellow Publishers, Limited.
- 6 RAJ, R., WALTERS, P. and RASHID, T., 2017. Events management: principles and practice. Sage.
- 7 RAJ, R. and MUSGRAVE, J. eds., 2009. Event management and sustainability. Cabi.
- 8 RICHARDS, G. and PALMER, R., 2012. Eventful cities. Routledge.