LIVERPOOL JOHN MOORES UNIVERSITY

Event Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	4002SSLN
Formal Module Title	Event Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	The aim of the module is to provide a grounding in marketing theory in the context of events management.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify key factors in the marketing environment of events.
MLO2	2	Demonstrate knowledge of marketing processes.

Module Content

Outline Syllabus	What the term 'marketing' means and definitions of marketing; the marketing/business/external environment; marketing research; the marketing mix segmentation, targeting and positioning; digital marketing; marketing and social media; conferences, exhibitions and meetings management; international marketing.
Module Overview	The aim of this module is to provide you with a grounding in marketing theory in the context of events management. You will explore what the term 'marketing' means and definitions of marketing; the marketing/business/external environment; marketing research; the marketing mix segmentation, targeting and positioning; digital marketing; marketing and social media; conferences, exhibitions and meetings management; and international marketing.
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	30	0	MLO1, MLO2
Essay	Essay	70	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Scott	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings