

Liverpool John Moores University

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Title: Event Marketing
Status: Definitive
Code: **4502IACTEM** (126050)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Peter Scott	Y

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report (1500 words)	30	
Essay	AS2	Essay (2500 words)	70	

Aims

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

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify key factors in the marketing environment of events.
- 2 Demonstrate knowledge of marketing processes.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report	1	2
Essay	1	2

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.

Learning Activities

Lectures, seminars and workshops.

Notes

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