

Liverpool John Moores University

Title: The Event Industry
Status: Definitive
Code: **4568BECTEF** (118898)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Beckett College London

Team	Leader
Susanne Gellweiler	Y
Philip Williamson	
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Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 48

Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	36
Off Site	6
Seminar	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report (Individual or in Pairs) 2000 Words	50	
Presentation	AS2	Group Concept Board and Pitch	50	

Aims

To equip students with the knowledge about and understanding of:

a) the event industry and its sectors

- b) the link between the event industry and other industries, its external environment; its relationship to and the interrelationship between stakeholders.*
- c) the role of themeing, design and creativity within the experience economy and the application of such to a client's brief.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the event industry sectors and to appreciate their importance.
- 2 Recognise and describe the relationship between the event industry and its external environment and the relationships between the different players within the event industry.
- 3 Professionally pitch a themed concept using a variety of tools and techniques as a group.

Learning Outcomes of Assessments

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

Report	1	2
Group Concept Board & Pitch	3	

Outline Syllabus

Event typologies, event industry sectors, environmental scanning/PEST Analysis, stakeholder and relationship mapping, the experience economy, engaging with the 5 senses; role of event themeing and design; the art of the pitch; theme types and styles; event brief interpretations; the use of concept boards and mood boards.

Learning Activities

The module will be delivered by means of lectures followed by workshops and/or seminars. Here students will participate in and task-orientated activities as well as small group discussions based around material presented in the lectures using prescribed reading, case studies and real life event examples. Students will be required to undertake secondary search and make use of their creativity.

Notes

Put course notes in here