

# Event Management

## Module Information

2022.01, Approved

### Summary Information

Module Code	5004BPR
Formal Module Title	Event Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

### Module Offering(s)

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

### Aims and Outcomes

Aims	To appraise key issues and develop strategic planning for effective event management
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**After completing the module the student should be able to:**

## Learning Outcomes

Code	Number	Description
MLO1	1	Define key objectives for event management
MLO2	2	Analyse and develop strategies for public events
MLO3	3	Apply project management principles and techniques

## Module Content

Outline Syllabus	Media events and their relative effectiveness The role of the PR professional in event management "Public" events and their relative effectiveness The development of online events Maximising publicity and media coverage for events Project management techniques and principles Project strategy Gantt charts and critical path analysis Resourcing issues
Module Overview	This module focuses on the key areas of strategy, planning and management associated with event management. Project management principles and practical techniques are covered to enable you to deliver events.
Additional Information	This module focuses on the key areas of strategy, planning and management associated with event management. Project management principles and practical techniques are covered to enable students to deliver events.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Event proposal	100	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Keith Thompson	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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