

Liverpool John Moores University

Title: EVENT MANAGEMENT AND THE MEDIA
Status: Definitive
Code: **5208SPODEV** (104371)
Version Start Date: 01-08-2016

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

Team	Leader
Ian Beattie	Y

Academic Level: FHEQ5
Credit Value: 12
Total Delivered Hours: 17
Total Learning Hours: 120
Private Study: 103

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	5
Seminar	10
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework: 50% A planning report for a sporting event (1,500 words)	50	
Report	AS2	Coursework 50% A visual media promotional campaign with justification (10 mins + 500 words)	50	

Aims

To introduce students to the fundamental components of event management and to provide students with an insight into the event management process and the links

with and through the media.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the organisational planning of the management of an event
- 2 Analyse the role of sports events within both the economy and the community
- 3 Analyse the role the media plays within major sports events
- 4 Interpret through the use of different forms of the media the promotion of events

Learning Outcomes of Assessments

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

Report	1	2	4
Campaign	3	4	

Outline Syllabus

Event management legislation promotion and marketing project management, sponsorship and financial models, events in the community, using the media within events.

Learning Activities

Students will participate in lectures, workshops and seminars throughout the module, both in groups and as individuals. Activities will be student centred and will enable participants to realistically organise an event incorporating the use of the media.

Notes

Through the study of this module students will be able to identify the differing factors which impact on the event process, Students will develop skills and knowledge of the event management process and the role that the media plays in marketing such events.