Liverpool John Moores University

Title:	Event Management
Status:	Definitive
Code:	**5504IACTPR** (126037)
Version Start Date:	01-08-2019

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

Team	Leader
Christopher Taylor	Y

Academic Level:	FHEQ5	**Credit Value:**	20	**Total Delivered Hours:**	44
Total Learning Hours:	200	**Private Study:**	156		

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Workshop	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	proposal	Proposal for an event - report 4,500 words	100	

Aims

To appraise key issues and develop strategic planning for effective event management

Learning Outcomes

After completing the module the student should be able to:

1	Define key objectives for event management
2	Analyse and develop strategies for public events
3	Apply project management principles and techniques

Learning Outcomes of Assessments

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

Event proposal   1   2   3

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

Learning Activities

Lectures
Practical workshops
Case studies
Guest speakers

Notes

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.