

Liverpool John Moores University

Title: STAGING EVENTS
Status: Definitive
Code: **5568BECTEF** (118907)
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

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 42
Total Learning Hours: 240 **Private Study:** 198

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	36
Tutorial	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group Presentation	30	
Practice	AS2	Group 'Live' Event	30	
Report	AS3	Individual Written Coursework (2,000 words)	40	

Aims

To equip students with the skills needed to plan, prepare, execute and evaluate a live event.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge and understanding of strategic event planning and management processes.
- 2 Apply event planning and management theory to a specifically chosen event context.
- 3 Apply the knowledge, skills and techniques needed to evaluate an event.

Learning Outcomes of Assessments

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

Group Presentation	1
Live Event	2
Individual Report	3

Outline Syllabus

Event planning/ project management, Event idea generation, target market & competitor analysis, management of material, Financial and human resources, support services, stakeholder analysis and management, risk management, event marketing and communication, event evaluation.

Learning Activities

The module will be delivered by means of lectures followed by seminars/ workshops and tutorials. Here students will participate in small group work based around material presented in the lectures.

Notes

Students will work in groups to stage their own live event.