

Liverpool John Moores University

Title: Event Management
Status: Definitive
Code: **6000BUSPR** (117388)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Keith Thompson	Y

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 52
Total Learning Hours: 240 **Private Study:** 188

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	26

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	A 3000 word discussion of an event observation	50	
Portfolio	Portfolio	A 3000 portfolio and a critical evaluation of objectives	50	

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 Assess key issues for concept development and develop event objectives
- 2 Assess resource strategies and planning criteria
- 3 Analyse a third party event using observational methodology
- 4 Employ strategies for action planning and onsite management
- 5 Apply planning procedures and critical path analysis
- 6 Apply evaluation in the context of PR objectives using a reflective model

Learning Outcomes of Assessments

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

Report	1	2	3
Portfolio	4	5	6

Outline Syllabus

Event objectives

Media events and their relative effectiveness

The role of the PR professional in event management

Observing third party events

"Public" events and their relative effectiveness

The development of online events

Maximising publicity and media coverage for events

Resourcing

Action plans and onsite management

Monitoring and evaluation

Learning Activities

Series of lectures, tutorials, seminars and workshops. External speakers will be invited where appropriate

Notes

A module which will provide students with theoretical and practical solutions to event management.