Liverpool John Moores University

Title:	EVENT MANAGEMENT	
Status:	Definitive	
Code:	6043BUSIS (108241)	
Version Start Date:	01-08-2011	
Owning School/Faculty: Teaching School/Faculty:	Liverpool Business School Liverpool Business School	

Team	Leader
Linda Ashcroft	Y

Academic Level:	FHEQ6	Credit Value:	12.00	Total Delivered Hours:	24.00
Total Learning Hours:	120	Private Study:	96		

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	8.000
Seminar	2.000
Tutorial	2.000
Workshop	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Assignment - portfolio of documents	100.0	

Aims

To appraise key issues and develop strategic panning 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 Formulate resource strategies
- 3 Employ strategies for action planning and onsite management
- 4 Apply planning and critical path analysis

Learning Outcomes of Assessments

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

CW 1 2 3 4

Outline Syllabus

Event objectives Maximising publicty and coverage 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

References

Course Material	Book
Author	Michie, D
Publishing Year	1998
Title	The Invisible Persuaders
Subtitle	
Edition	
Publisher	Bantham press
ISBN	

Course Material	Book
Author	Gregory, A
Publishing Year	2001
Title	Planning and Managing a Public Relations Campaign
Subtitle	
Edition	2nd ed
Publisher	IPR/Kogan Page
ISBN	

Course Material	Book
Author	Burton, G
Publishing Year	1997
Title	More Than Meets the Eye
Subtitle	
Edition	2nd ed
Publisher	Arnold
ISBN	

Course Material	Book
Author	Fill, C
Publishing Year	2002
Title	Marketing Communications
Subtitle	
Edition	3rd ed
Publisher	Prentice Hall
ISBN	

Notes

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