

## Liverpool John Moores University

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Title: POLICY, POLITICS AND EVENTS  
Status: Definitive  
Code: **6568BECTEF** (118918)  
Version Start Date: 01-08-2016

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

Team	Leader
Mark Meadows	Y

**Academic Level:** FHEQ6      **Credit Value:** 24      **Total Delivered Hours:** 50  
**Total Learning Hours:** 240      **Private Study:** 190

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Seminar	12
Tutorial	2
Workshop	12

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework: 4,000 word equivalent case study - 100%	100	

### Aims

*To examine the manner in which events may be mediated through, and affected by, political actions and public policy.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Understand how policy relating to events is formed within a political setting.
- 2 Discuss the manner in which policy impacts upon event management and production.
- 3 Appreciate the similarities and differences between public, private and third sector event management, production and intended outcomes.

## Learning Outcomes of Assessments

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

CW	1	2	3
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## Outline Syllabus

*Public policy and political ideology. Policy and the public good. Political economy of events and tourism. Policy: constraints and opportunities. Public, private and third sector aims and rationales. Public/private partnerships and event production and funding. Events, power and social responsibility.*

## Learning Activities

The module will be delivered by means of lectures followed by workshops and/or seminars. Here students will participate in small group discussions based around material presented in the lectures using prescribed reading and case studies.

## Notes

This module place the events industry within a wider political and economic setting. Political ideologies will frame students' understanding of how events can be subject to varying economic opportunities and constraints. Rationales for public/private/third sector events production and management are explored and local and central government roles and responsibilities in event management are identified. Exploring interrelationships between events and wider policy aims allows students to contextualise events within a wider setting. Evidence from this module may contribute to WoW certification.