

Liverpool John Moores University

Title: Staging and Evaluating Events
Status: Definitive
Code: **7003SSLN** (124393)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Nick Wise	Y

Academic Level: FHEQ7
Credit Value: 20
Total Delivered Hours: 21
Total Learning Hours: 200
Private Study: 179

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Tutorial	1

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Live Event	40	
Report	AS2	Report (2500 words)	60	

Aims

The aim of this module is to equip students with the theoretical knowledge, critical understanding and practical skills needed to stage and evaluate a live event. This is to be achieved by experiencing the practical implementation of the different concepts and theories relevant to staging and evaluating events, event impacts.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply concepts and approaches related to staging an event
- 2 Critically apply concepts and approaches related to event evaluation

Learning Outcomes of Assessments

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

Live Event	1
Report	2

Outline Syllabus

The module content covers aspects relating to event theming and design, event experience, event logistics, service quality, event evaluation.

Learning Activities

The formal staff/student contact comprises a series of sessions made up of lectures and small group activities. The sessions may include guest lectures by practitioners and site visits.

Notes

The aim of this module is to equip students with the theoretical knowledge, critical understanding and practical skills needed to stage and evaluate a live event. This is to be achieved by experiencing the practical implementation of the different concepts and theories relevant to staging and evaluating events.