

Liverpool John Moores University

Title: Promoting Events
Status: Definitive
Code: **7012SSLN** (124226)
Version Start Date: 01-08-2019

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

| Team | Leader |
|-----------------|--------|
| Thomas Fletcher | Y |

Academic Level: FHEQ7 **Credit Value:** 10 **Total Delivered Hours:** 11
Total Learning Hours: 100 **Private Study:** 89

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 10 |
| Tutorial | 1 |

Grading Basis: 50 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|-----------|-------------------|-------------------------------------|---------------|---------------|
| Portfolio | AS1 | E-Portfolio (2500 words equivalent) | 100 | |

Aims

The aim of the module is to equip students with the theoretical knowledge and practical skills needed to promote a live event.

Learning Outcomes

After completing the module the student should be able to:

1 Critically evaluate and apply effective communication tools for event promotion

Learning Outcomes of Assessments

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

E-Portfolio 1

Outline Syllabus

The module content covers aspects relating to marketing communications & its relationship to marketing; segmentation, targeting and positioning; consumer buying behaviour; the promotional mix; promotional objectives & positioning; marketing communications strategy and management; product & branding; the role of the media; technology and communications; relationship marketing and e-commerce; B2B and B2C marketing.

Learning Activities

There will be a series of lectures and small group activities. Students will also have the opportunity to have one-to-one tutorials to support the development of the e-portfolio assessment.

Notes

The aim of the module is to equip students with the theoretical knowledge and practical skills needed to promote a live event. This is to be achieved by experiencing the practical implementation of the different concepts and theories relevant to event promotion.