

Liverpool John Moores University

Title: Staging and Evaluating Events
Status: Definitive
Code: **7203TEFMA** (120912)
Version Start Date: 01-08-2016

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

Team	Leader
Susanne Gellweiler	Y

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

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Tutorial	1

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio - 5000 words	100	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the event staging processes and issues
- 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:

AS1	1	2
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Outline Syllabus

The module content covers aspects relating to event theming and design, event experience, event logistics, event operations, 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

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