



Module Definition Form (MDF)

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| Module code: MOD007234 | Version: 3 Date Amended: 14/Sep/2023 |
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| 1. Module Title |
| Specialist Events Planning |

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| 2a. Module Leader |
| Emily Mace |

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| 2b. School |
| School of Management at Anglia Ruskin University |

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| 2c. Faculty |
| Faculty of Business and Law |

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| 3a. Level |
| 5 |

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| 3b. Module Type |
| Standard (fine graded) |

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| 4a. Credits |
| 15 |

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| 4b. Study Hours |
| 150 |

| 5. Restrictions | | | |
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| Type | Module Code | Module Name | Condition |
| Pre-requisites: | None | | |
| Co-requisites: | None | | |
| Exclusions: | None | | |
| Courses to which this module is restricted: | | | |

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The module introduces you to specialist events management in practice. Event managers need to be diverse and able to organise all aspects of various event types that range from small-scale festivals, weddings, meetings, corporate hospitality, sports events, charitable events, fundraisers, award ceremonies, product launches, public relations, corporate celebrations and team building/networking events, private celebration parties, commemorative events, and so on.

You will be expected to build on the theoretical knowledge gained in the Principles of Event Management module to examine the specific characteristics of specialist events and their significance. The importance of specialist events will be introduced and discussed, examining the roles of both public sector and corporate sector events management. This module will enable you to critically reflect on the use of events by local and national governments as a development tool. You will draw on a wide range of sources and case studies from both business and leisure events industry to explore current issues from small-scale events such as commemorative events to large-scale events such as the Olympics.

This module will actively equip you with some of the key skills required to design and manage your own community event by working with local organisations and customers providing you with a real live event management experience. The module will stimulate intellectual reflection and analytical skills supported by weekly screencasts on specific topics that we will address in the tutor and student-led workshops.

You will have the opportunity to apply theoretical thinking to realtourism and events practice and problems through conducting risk assessment and contingency planning, to gain experience in consulting on an events scenario – thus providing a fantastic opportunity to develop your CV and professional experience. This module also provides you with the necessary skills and development for planning and delivering your live event for your undergraduatemajor project that you will complete in your final year.

Implicit in the module design and learning outcomes will be the opportunity for students to develop a range of transferable professional and employability skills, alongside the opportunity to develop key networks related to the tourism and events industry. Importantly, the curriculum has been designed to support the holistic learning of the latest academic theory and practice delivered using cutting-edge pedagogies and teaching methods.

6b. Outline Content

- What are specialist events? Commemorative, mega-sporting events, festivals, hospitality, corporate, charity and fundraising, etc.
- Specialist events planning and management: visitor and stakeholder management
- Marketing specialist events: designing and theming specialist events for creating customer experiences
- Risk and crisis management in specialist events
- Current issues in events: health pandemics and terrorism threats
- Sustainability of specialist events: new trends in event goers
- Digital and hybrid events: the new norm?
- Event impacts: socio-cultural/economic/environmental effects of events
- Event evaluation: assessing event successes and/or failures
- Event legacy: the positive and negative outcomes of events for the future

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

| No. | Type | On successful completion of this module the student will be expected to be able to: |
|-----|---|---|
| 1 | Knowledge and Understanding | Identify and understand the contextual challenges of managing specialist events across the disciplines of marketing, hospitality and tourism; |
| 2 | Knowledge and Understanding | Understand variations in focus and process when managing different specialist events; |
| 3 | Intellectual, practical, affective and transferrable skills | Develop practical skills and experience in supporting real-life specialist events; |
| 4 | Intellectual, practical, affective and transferrable skills | Solve problems during the running of a specialist event. |

| 8a. Module Occurrence to which this MDF Refers | | | | |
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| Year | Occurrence | Period | Location | Mode of Delivery |
| 2025/6 | ZZF | Template For Face To Face Learning Delivery | | Face to Face |

| 8b. Learning Activities for the above Module Occurrence | | | |
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| Learning Activities | Hours | Learning Outcomes | Details of Duration, frequency and other comments |
| Lectures | 11 | 1-2 & 4 | Lectures 11 x 1hr |
| Other teacher managed learning | 12 | 1-4 | Seminars 12 x 1hr |
| Student managed learning | 127 | 1-4 | Canvas activities, wider reading, field trip notes, assessment work, etc. |
| TOTAL: | 150 | | |

| 9. Assessment for the above Module Occurrence | | | | | |
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| Assessment No. | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 010 | Coursework | 1-4 | 30 (%) | Fine Grade | 30 (%) |
| Event plan contributing to 30% of weighting (up to 1,000 words) | | | | | |
| Assessment No. | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 011 | Coursework | 1-4 | 70 (%) | Fine Grade | 30 (%) |
| Event evaluation and reflection on the successes and failures of the community event identifying problems and solutions (up to 2,000 words) | | | | | |

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]

