MARK5820 Events Management and Marketing - 2024

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General Course Information

Course Code : MARK5820
Year : 2024
Term : Term 1
Teaching Period : T1
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : School of Marketing
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

In this course, you will explore the purpose and relevance of different types of events. Broadly, you will learn to identify the impacts of events on local and wider community, environment, and economy for tourism development and sustainable business practices. By completing this

course, you will engage with the various aspects of managing and marketing events to help you develop the practical skills and knowledge required for events and marketing practitioners.

Course Aims

1. To describe the role of different types of events for sustainable business and host community development;

2. To understand the potential impacts of events on economy, society, culture and environment;

3. To understand the importance of sustainability in the context of events;

4. To identify the significance of business events as a marketing communication mix;

5. To develop and implement event management and marketing processes from planning to staging an event and post-event evaluation;

6. To describe the implications of risk and health management for the success of events.

Relationship to Other Courses

Pre- or Co-requisite: MARK5700 or MARK5800 OR in program 8281, 8282, 8291, 8234, 8224

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Engage with the various aspects of managing and marketing successful events.
CLO2 : Identify the economic, social, cultural, and environmental impacts of different types of events and their implications to various stakeholders.
CLO3 : Evaluate the effectiveness of event management and marketing strategies.
CLO4 : Demonstrate an ability to identify sustainable event practices.
CLO5 : Ability to write and present an event proposal collaboratively in a succinct and clear manner.

Course Learning Outcomes	Assessment Item
CLO1 : Engage with the various aspects of managing and marketing successful events.	• Group Project • In-class Activities • Final Report
CLO2 : Identify the economic, social, cultural, and environmental impacts of different types of events and their implications to various stakeholders.	• Group Project • In-class Activities • Final Report
CLO3 : Evaluate the effectiveness of event management and marketing strategies.	• Group Project • In-class Activities • Final Report
CLO4 : Demonstrate an ability to identify sustainable event practices.	• In-class Activities • Final Report
CLO5 : Ability to write and present an event proposal collaboratively in a succinct and clear manner.	• Group Project

Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

Learning and Teaching in this course

This course will utilise online collaborative learning through lectures and tutorials.

Each lecture will cover key points of the weekly topics. The aim of the lectures is to introduce students to the relevant management and marketing theory, and help them apply it to the events context. During lectures and tutorials, real-world examples from events organisations and case studies will be used to demonstrate the practical application of the theory to the events sector.

Additional Course Information

This course's lectures will be delivered online in either live webinars* or pre-recorded formats. The recorded version of the lectures will be available each week on Moodle, but no tutorial will be recorded. I strongly recommend you to attend all lectures and tutorials for active engagement and successful completion.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Group Project Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Week 5 (in tutorial); Week 8 (Friday 4pm)
In-class Activities Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: Weeks 3, 4, 6, & 7 (in tutorial); Week 9 (in tutorial); Week 10 (Monday 4pm)
Final Report Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 22/04/2024 04:00 PM

Assessment Details
Group Project

Assessment Overview

This assignment aims to give you an opportunity to prepare an event proposal and deliver a sales pitch for an event organiser. A group of 4-5 students will represent an event planning company and be asked to develop an event proposal which covers various aspects of event marketing and management.

Course Learning Outcomes

- CLO1 : Engage with the various aspects of managing and marketing successful events.
- CLO2 : Identify the economic, social, cultural, and environmental impacts of different types of events and their implications to various stakeholders.
- CLO3 : Evaluate the effectiveness of event management and marketing strategies.
- CLO5 : Ability to write and present an event proposal collaboratively in a succinct and clear manner.

Detailed Assessment Description

Each group will act as an event planning consultant and be responsible for preparing an event proposal that covers various aspects of event marketing and management. This collaborative work will allow you to apply the knowledge and concepts you've learned in this course to a real-

life context of events.

Detailed information on this assessment can be found in the course Moodle site.

Assessment Length

10-minute in-class presentation; 6-page poster & 10-page supporting document

Submission notes

Please check the Moodle site for detailed submission instructions.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

In-class Activities

Assessment Overview

This learning activity gives you an opportunity to apply the concepts you learned to your own experiences or observations and actively engage in class (tutorial) participations. Students will be expected to present to tutorials fully prepared and ready to engage with discussions and activities.

Course Learning Outcomes

- CLO1 : Engage with the various aspects of managing and marketing successful events.
- CLO2 : Identify the economic, social, cultural, and environmental impacts of different types of events and their implications to various stakeholders.
- CLO3 : Evaluate the effectiveness of event management and marketing strategies.
- CLO4 : Demonstrate an ability to identify sustainable event practices.

Detailed Assessment Description

In-class activities are undertaken individually, including (1) tutorial activities (10%), (2) project pitch (10%), and (3) project portfolio & reflection essay (20%). Detailed information on this assessment can be found in the course Moodle site.

Assessment Length

2 hours; 15 minutes; 1,000 words

Submission notes

Please check the Moodle site for detailed submission instructions.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Final Report

Assessment Overview

Monitoring the performance of an event is critical for the purpose of continuous improvement and effectiveness of the event. Event audit consultant are to evaluate and analyse the management and marketing of the event and make recommendations to improve their future events.

Course Learning Outcomes

- CLO1 : Engage with the various aspects of managing and marketing successful events.
- CLO2 : Identify the economic, social, cultural, and environmental impacts of different types of events and their implications to various stakeholders.
- CLO3 : Evaluate the effectiveness of event management and marketing strategies.
- CLO4 : Demonstrate an ability to identify sustainable event practices.

Detailed Assessment Description

Monitoring the practice and performance of an event is critical for its long-term success. As an event management consultant, you will be attending an event and evaluate the event's business practices and make recommendations for improvements. Detailed information on this assessment can be found in the course Moodle site.

Assessment Length

1,000 words

Submission notes

Please check the Moodle site for detailed submission instructions.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

General Assessment Information

Grading Basis

Standard

Requirements to pass course

In order to pass this course, you must achieve a composite mark of at least 50 and make a satisfactory attempt at all assessment tasks.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	• An overview of course outline • Introduction to events
Week 2 : 19 February - 25 February	Lecture	Planning events
	Tutorial	• Introduction • Project briefing and group formation
Week 3 : 26 February - 3 March	Lecture	Event marketing & promotion
	Tutorial	Case discussion & workshop
Week 4 : 4 March - 10 March	Lecture	• Sustainable event practices • Event sponsorship
	Tutorial	Case discussion & workshop
Week 5 : 11 March - 17 March	Lecture	Virtual and hybrid event
	Tutorial	Project progress presentation and feedback
Week 6 : 18 March - 24 March	Lecture	Financial & HR management in events
	Tutorial	Case discussion & workshop
Week 7 : 25 March - 31 March	Lecture	Public holiday (no lecture), catch-up week
	Tutorial	Case discussion & workshop
Week 8 : 1 April - 7 April	Lecture	Event health, safety, and risk management
	Tutorial	• Public holiday (no tutorial), catch-up week • Event proposal due (Friday, 4pm)
Week 9 : 8 April - 14 April	Lecture	Event staging and logistics
	Tutorial	Event proposal pitch
Week 10 : 15 April - 21 April	Lecture	Event evaluations and legacy
	Tutorial	• Project feedback & wrap-up • Project portfolio & reflection essay due (Monday, 4pm)
Week 11 : 22 April - 28 April	Assessment	Final report due (Monday 4pm)

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

General Schedule Information

Due to public hoidays, this course's lectures will be delievered in Weeks 1-6, 8-10 and tutorials in Weeks 2-7, 9-10. Please check the courses' Moodle site reguraly for the detailed and up-to-date schedule and weekly topics.

Course Resources

Prescribed Resources

Prescribed textbook for this course is:

Allen, J., Harris, R., & Jago, L. (2020). Festival and Special Event Management Essentials. Milton, Qld: John Wiley & Sons Australia, Ltd.

A supplementary book is:

Chodor, B., & Cyranski, G. (2020). Transitioning to Virtual & Hybrid Events How to Create Adapt. Milton, Qld: John Wiley & Sons Australia, Ltd.

These textbooks are available either at the UNSW bookshop for purchase (printed/digital copies) or though the library (Leganto). Please check the course's Moodle site for further details on the textbooks.

Lecture recordings and additional readings will be provided on Moodle. Please note that lecture recordings cannot be uploaded to unofficial forums such as YouTube.

Recommended Resources

Allen, J., OToole, W., Harris, R., & McDonnell, I. (2011). Festival and Special Event Management. Milton,Qld: John Wiley & Sons Australia, Ltd.

Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2018). Events Management: An Introduction. Routledge: New York.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Jenny (Jiyeon) Lee		QUAD3014	+2 9385 2696	Mondays 2-3pm for consultations	Yes	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration

- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the key policies and support page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the key policies and support page. For PG Research PLOs, including MPDBS, please refer to the UNSW HDR Learning Outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams.

Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW Current Students page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW Current Students page). Applications will not be accepted by teaching staff. The lecturer-in-charge/ course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under "Special Consideration" on the key policies and support page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the Class Timetable website for the most up-to-date teaching times and locations.