



## UNSW Course Outline

# MARK2060 Event Management and Marketing - 2024

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## General Course Information

Course Code : MARK2060

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 : Undergraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Events have been central and prevalent to our society and life. Increases in leisure time and discretionary spending have led to a proliferation of public events, celebrations, and entertainment, making the events sector one of the fastest growing segments of tourism in the

world. Countries and cities compete vigorously for mega events such as the Olympics, World Cup, and World Fairs. Societies are increasingly holding smaller scale events such as fairs, festivals, community markets, parades, or sporting events. Governments support and promote events as part of their strategies for economic development and destination marketing as these events serve as a means of creating awareness of a destination and enhancing visitation. Most events require considerable investments on planning and organisation to ensure the maximum possible benefit for all stakeholders. Inappropriate management can lead to negative economic, environmental, and social impacts. This course thus provides students with knowledge and skills required for planning, managing, and staging events to realise positive outcomes.

## **Course Aims**

This course aims to give students an understanding of the events strategy. Students who successfully complete this course will acquire conceptual and analytical skills in strategic planning and how it relates to event management. Students will learn about the strategic development of events as well as the use of events to achieve other strategic goals such as destination management, image building and image alteration and the creation of sustainable events.

## **Relationship to Other Courses**

Prerequisite requirement for the course enrolment: MARK1012 or MARK2012 or GENC6005

# Course Learning Outcomes

Course Learning Outcomes
CLO1 : Understand the economic, social, cultural, and environmental impacts of different types of events and their implications on tourism development;
CLO2 : Demonstrate the process of managing and marketing events from conceptualising, planning, and conducting feasibility analysis to staging and evaluating an event and festival;
CLO3 : Evaluate various strategies on events management and marketing to deal with external forces;
CLO4 : Communicate ideas succinctly and clearly in a verbal and written format
CLO5 : Work collaboratively to complete group assignment

Course Learning Outcomes	Assessment Item
CLO1 : Understand the economic, social, cultural, and environmental impacts of different types of events and their implications on tourism development;	<ul style="list-style-type: none"><li>• Class Participation</li><li>• Individual assessments</li></ul>
CLO2 : Demonstrate the process of managing and marketing events from conceptualising, planning, and conducting feasibility analysis to staging and evaluating an event and festival;	<ul style="list-style-type: none"><li>• Group Project</li><li>• Class Participation</li><li>• Individual assessments</li></ul>
CLO3 : Evaluate various strategies on events management and marketing to deal with external forces;	<ul style="list-style-type: none"><li>• Class Participation</li><li>• Individual assessments</li></ul>
CLO4 : Communicate ideas succinctly and clearly in a verbal and written format	<ul style="list-style-type: none"><li>• Group Project</li><li>• Class Participation</li><li>• Individual assessments</li></ul>
CLO5 : Work collaboratively to complete group assignment	<ul style="list-style-type: none"><li>• Group Project</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

## Learning and Teaching in this course

This course utilises collaborate learning through lectures and tutorials. Their aims are to introduce students to the relevant management and marketing theory and apply to the events context. Real world examples from event organisations and case studies will be used to demonstrate the practical application of the theory to the events sector. It is your responsibility to undertake the relevant readings for each weeks class so that you may participate intelligently

and thus gain maximum value from the course. The tutorial will have various class activities that will require students to form groups and interact with each other and take part in discussions about various event-related topics.

## 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
Class Participation Assessment Format: Individual	10%	Start Date: Not Applicable Due Date: Week 2: 19 February - 25 February, Week 3: 26 February - 03 March, Week 4: 04 March - 10 March, Week 7: 25 March - 31 March
Individual assessments Assessment Format: Individual	60%	Start Date: Not Applicable Due Date: Week 10: 15 April - 21 April, Week 11: 22 April - 28 April
Group Project Assessment Format: Group	30%	Start Date: Week 2 Due Date: Week 5: 11 March - 17 March, Week 8: 01 April - 07 April, Week 9: 08 April - 14 April

## Assessment Details

### Class Participation

#### Assessment Overview

This learning activity involves a discussion of various issues in the form of case analyses and other exercises designed to give students a better understanding of different aspects in event management and marketing.

Assesses: PLO1, PLO2, PLO5, POL6

#### Course Learning Outcomes

- CLO1 : Understand the economic, social, cultural, and environmental impacts of different types of events and their implications on tourism development;
- CLO2 : Demonstrate the process of managing and marketing events from conceptualising,

- planning, and conducting feasibility analysis to staging and evaluating an event and festival;
- CLO3 : Evaluate various strategies on events management and marketing to deal with external forces;
- CLO4 : Communicate ideas succinctly and clearly in a verbal and written format

### **Detailed Assessment Description**

It is an ongoing task that evaluates individual student's active engagement in tutorial sessions in Weeks 2, 3, 4, & 7 (8 for the online section). This assessment emphasises the application of learned concepts to personal experiences or observations. Students are expected to be well-prepared for each tutorial and actively participate in discussions and activities.

### **Assessment Length**

2 hours

### **Assessment information**

Students' performance will be tracked every week by the tutor. This will encompass each student's engagement, input, and overall involvement during the sessions. At the end of the term, an aggregated mark (up to 10%) will be given. If you are absent in any given week, you will receive ZERO marks for that week as the assessment is in the moment and cannot be re-run.

### **Assignment submission Turnitin type**

This is not a Turnitin assignment

## **Individual assessments**

### **Assessment Overview**

Event audit (30%) and Individual portfolio & reflection (30%)

Assesses: PLO1, PLO2, PLO3, PLO5, PLO6

BCom Students: MyBCom Course points for PLO6.

### **Course Learning Outcomes**

- CLO1 : Understand the economic, social, cultural, and environmental impacts of different types of events and their implications on tourism development;
- CLO2 : Demonstrate the process of managing and marketing events from conceptualising, planning, and conducting feasibility analysis to staging and evaluating an event and festival;
- CLO3 : Evaluate various strategies on events management and marketing to deal with external forces;
- CLO4 : Communicate ideas succinctly and clearly in a verbal and written format

### **Detailed Assessment Description**

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

### **Assessment Length**

1,000 word per report

### **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.

## **Group Project**

### **Assessment Overview**

Group Project

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6

### **Course Learning Outcomes**

- CL02 : Demonstrate the process of managing and marketing events from conceptualising, planning, and conducting feasibility analysis to staging and evaluating an event and festival;
- CL04 : Communicate ideas succinctly and clearly in a verbal and written format
- CL05 : Work collaboratively to complete group assignment

### **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. Collaborative work consists of the following three components: (1) progress presentation and feedback (5%), (2) event proposal (20%), and (3) project pitch (5%). Detailed information on this assessment can be found in the course Moodle site.

### **Assessment Length**

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

### **Submission notes**

Please check the Moodle site for detailed submission instructions.

### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students do not 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	<ul style="list-style-type: none"><li>• An overview of course outline</li><li>• Introduction to events</li></ul>
Week 2 : 19 February - 25 February	Lecture	Planning events
	Tutorial	<ul style="list-style-type: none"><li>• Project briefing &amp; group formation</li><li>• Discussion 1 (class participation)</li></ul>
Week 3 : 26 February - 3 March	Lecture	Event marketing & promotion
	Tutorial	Discussion 2 (class participation) & workshop
Week 4 : 4 March - 10 March	Lecture	<ul style="list-style-type: none"><li>• Event sponsorship</li><li>• Sustainable event practices</li></ul>
	Tutorial	Discussion 3 (class participation) & workshop
Week 5 : 11 March - 17 March	Lecture	Virtual and hybrid event
	Tutorial	<ul style="list-style-type: none"><li>• Project progress presentation and feedback (in tutorial)</li><li>• Workshop</li></ul>
Week 6 : 18 March - 24 March	Other	Flexibility Week (No lecture & tutorial)
Week 7 : 25 March - 31 March	Lecture	No lecture (public holiday)
	Tutorial	<ul style="list-style-type: none"><li>• For F2F tutorials - Discussion 4 (class participation) &amp; workshop</li><li>• No online tutorial (public holiday)</li></ul>
Week 8 : 1 April - 7 April	Lecture	Financial & HR management in events
	Tutorial	<ul style="list-style-type: none"><li>• For online tutorial - Discussion 4 (class participation) &amp; workshop</li><li>• No F2F tutorial</li><li>• Event proposal due (4pm, April 5)</li></ul>
Week 9 : 8 April - 14 April	Lecture	<ul style="list-style-type: none"><li>• Event staging and logistics</li><li>• Event health, safety, and risk management</li></ul>
	Tutorial	Event proposal pitch (in tutorial)
Week 10 : 15 April - 21 April	Lecture	Event evaluations and legacy
	Tutorial	Event proposal feedback and wrap-up
Week 11 : 22 April - 28 April	Assessment	Event audit due (4pm, April 22)

## Attendance Requirements

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

## General Schedule Information

Due to public holidays, this course's lectures will be delivered in Weeks 1-5, 8-10. Online tutorials

will be held in Weeks 2-5, 8-10 while F2F tutorials will be in Weeks 2-5, 7, 9-10. Please check the courses' Moodle site regularly 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 at the UNSW bookshop for purchase (printed/digital copies). Please check the course's Moodle site for further details on textbook purchase.

All course materials, including a list of readings, lecture slides, suggested readings, and case studies, will be available in Moodle. Therefore, you must check the course's Moodle site regularly.

## 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 Plagiarism

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.