American College Dublin

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PA331 EVENT STUDIES

Credits:	3 US credits / 6 ECTS credits
Credit level:	Junior
Prerequisites:	None
Mandatory:	Yes
Contact hours:	40
Academic Year:	2016/17
Semester:	2
Lecturer:	Kevin Redmond

MODULE DESCRIPTION

Examines the planning, development, management and implementation of: festivals, entertainment events, corporate events, cultural events, conventions, conferences and sports events. Specific topics include event studies, public and corporate sponsorship, negotiations, staff and volunteer management, financial planning and management. Includes practical work on performing arts and other events taking place in the College. Visits to local event venues will reinforce understanding of the components of the event industry.

INTENDED LEARNING OUTCOMES

On successful completion of the module, you will be able to:

1. Demonstrate a full knowledge base of the activities and associated requirements that fall within event management, from large weddings and celebrations to international conventions and sporting events;
2. Assess the factors to be taken into account in venue selection when staging an event
3. Understand the planning processes (financial, logistical, regulatory, managerial) that are required for the successful organizing and conduct of an event;
4. Appreciate the marketing knowledge and skills that are appropriate for the purpose of promoting an event;
5. Employ human resource management issues that are pertinent to organizing and running an event;
6. Appraise the role of sponsorship in the context of events;
7. Combine effectively a variety of constituent elements for events, including food and beverage, entertainment, transport, communications, security, health and safety;

8. Apply financial management knowledge - skills and competencies necessary for a successful event, including revenue and cost planning, budgetary control, purchasing, and the accurate evaluation of financial statements and data.
9. Recognise the role of evaluation in the event management process
10. Assess the legal implications when running an event

MODULE OUTLINE

The nature of the events industry: definitions, types, and framework. Profile of the local, national and international event sector, how the events culture has evolved along with the range and types of events and their impact on host communities.

Venue selection: types of venue - hotels, sporting facilities, universities, conference centres, outdoor arenas, public areas, accommodation and leisure options and many other facilities, public or private. Selection criteria used to select a venue: layout of facilities and facilities provided for guests, technical requirements.

Support services: Hospitality, Entertainment, developing delegate and partner programmes. Health and safety requirements, role of the emergency services, contingency planning.

Event planning: aims and objectives of events, carrying out a feasibility study and making decisions, organising, communicating, staffing - roles and responsibilities, role of the Event Manager.

Role of marketing and PR: customer care, SWOT analysis, promotion, advertising, media relation and publicity.

Funding considerations: sources of finance, budgeting, monitoring and controls, fundraising, sponsorship.

Corporate event management: Impacts of events on stakeholders, use of events to strengthen corporate values, review corporate event types, organising corporate hospitality.

Event evaluation and reporting; different types of evaluation techniques, the importance of event evaluation and the extent to which objectives were met.

Relevant legislation: which needs to be adhered to when planning organising and running events.

REQUIRED TEXT

Bowdin, G. McDonnell, I, Allen, J. & O'Toole, W. & Harris, R. (2011*) Events Management.* 3rd ed. Oxford: Butterworth-Heinemann.
Ferdinand, N. & Kitchin, P, J. (2012) *Events Management: An International Approach*. London: Sage Publications.
Allen, J. (2007) *The Executives Guide to Corporate Events and Business Entertaining*. Melbourne: Wiley & Sons.

SUPPLEMENTARY READING LIST

Rutherford Silvers , J. (2012) *Professional Event Coordination*. New York: Wiley & Sons.

Bowdin, G. McDonnell, I., Allen, J. & Harris, R., (2002) *Festivals & Special Event Management.* New York: Wiley & Sons.

Conway, D.G. (2009) *The Event Manager's Bible*. Oxford: How to Books.

Getz, D. (207) *Event Studies Theory, Research & Policy for Planned Events:* New York. Butterworth-Heinemann.

Goldblatt, J.J. (2002) *Special Events.* 3rd ed. New York: Wiley & Sons.

Hoyle, L. H. (2003) *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions.* New York: Wiley & Sons.

McDonnell, I. (2002) *Festival & Special Event Management*. New York: Wiley & Sons.

Shone, A. & Parry. B. (2003) *Successful Event Management*, 2nd ed. London & New York: Continuum.

Skinner, B. & Rukavina, V. (2003) *Event Sponsorship.* New York: Wiley & Sons.

Tum, J. (2005) *Management of Event Operations.* New York: Butterworth-Heinemann.

Van der Wagen, L. (2005) *Event management: For Tourism, Cultural, Business & Sporting Events*, 2nd ed. Melbourne: Hospitality Press.

NEWSPAPERS, PUBLICATIONS & LIBRARY FACILITIES

Conference & Incentive Travel

Event Marketing

Exhibition Management

Festival Management and Event Tourism

Leisure Studies

Managing Leisure

Successful Meetings

INTERNET WEBSITES

www.eventsreview.co.uk

www.wonderlandpromotions.co.uk

www.specialevents.com

www.worldofevents.com

www.glastonburyfestivals.co.uk/information/

MODULE LEARNING ENVIRONMENT

The physical structures of the module learning environment include lecturing classrooms supplied with integrated chairs and desks and a whiteboard, a Powerpoint system, overhead projector, television and DVD/video player. The learners also have access to an up-to-date computer laboratory (all computers are connected to the College's network; they are equipped with up-to-date and are networked for printing and internet access).

The module learning environment also includes the College's library (the Rooney Library). In co-operation with the teaching staff and in association with Lynn University, Boca Raton,

Florida, the library is able to supply reading and research materials on all aspects of the proposed hospitality management degree. There are networked computers and printers, with internet access and power points for portable computers. The library management system, Voyager, provides an online catalogue. Learners are able to search the catalogue, extend their loans, and place holds on titles from home. An inter-library loan service is available for staff and learners.

MODULE TEACHING & LEARNING STRATEGY

Lectures will provide students with the theoretical underpinning knowledge and identify key readings.

Seminars will build on information gained from lectures and promote the students' capacity for self- directed learning and develop their communication and presentation skills.

Tutorials will be available to students on an individual basis if and when required

Workshops will give the students the opportunity to apply theory to practice

Students will be directed to read the materials as identified on the reading lists and any additional materials and case studies in current issues of journals, in preparation for contributing to group discussions and to develop knowledge, understanding and application of the subject area.

Students will be expected to research and read relevant materials in preparation for contributing in discussion during seminars.

Case studies will be used to through discussion of topical issues to help increase the students' understanding of the events industry.

Industrial speakers will be invited to complement the theoretical knowledge with practical examples of current industry practice.

MODULE ASSESSMENT STRATEGY

The extent to which learners have achieved the module intended learning outcomes is established by different kinds of assessment strategies. These include various forms of continuous assessment and the final exam. The grading scale used by the American College Dublin is the following: A (80-100%), B+ (70-79%), B (60-69%), B- (55-59%), C+ (50-54%), C (40-49%), D (35-39%), F (below 35%).

As class attendance is necessary for the achievement of intended learning outcomes, only learners who have attended at least 75% of the classes can sit the final examination. Learners will be instructed in academic techniques of source referencing to avoid plagiarism (that is, unacknowledged appropriation of someone else's ideas, words, and research results).

Plagiarism is regarded by the College as a serious offence punishable by downgrading, failure in the course work, and possible dismissal from the College. The College's detailed Plagiarism Statement is included in the Quality Assurance Manual, sections 3.8.1-3.

ASSESSMENT

The following must be submitted on time and completed satisfactorily by any learner undertaking the standard assessment of the module:

Class presentation	20%
Individual project	30%
Final Exam	<u>50%</u>
Total	**100%**