



Course Specification

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Produced By:	Haiden Novis
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	MK017J01UV MK017J31UV	Full-time Part-Time	3 Years 6 Years
Course Title:	BA (Hons) Marketing & Events Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Marketing and Events Management Bachelor of Arts Marketing and Events Management Diploma of Higher Education Marketing and Events Management Certificate of Higher Education Marketing and Events Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	30/May/2017		
Last Review:	2014/5		
Course Specification valid from:	2014/5		
Course Specification valid to:	2020/1		

Academic Staff

Course Leader:	Mrs Elizabeth Heyworth
Head of Department:	Dr Peter Robinson

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

- 220-260 UCAS points with a minimum of 180 points from at least two 'A' levels
- BTEC National Diploma grade MMP, BTEC National Certificate grade DM
- BTEC QCF Extended Diploma grade MMP, BTEC QCF Diploma grade DM
- Access to HE Diploma full award

If you have other qualifications or relevant experience please consult the [UCAS tariff tables](#) or contact us before applying.

International student language requirements and application guidance can be found at <http://www.wlv.ac.uk/international/apply>

Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process.

Entry to this course requires a Disclosure and Barring Service (DBS) Check.

Those who do not meet the entry requirements may be offered an alternative course.

Distinctive Features of the Course:

The Marketing, Innovation, Leisure and Enterprise (MiLE) department has strong reputations in the subject disciplines of event management and marketing, based on a combination of the industry expertise and experience of MiLE department staff who have delivered a number of consultancy projects on behalf of organisations such as The NEC Group, further demonstrating our expertise around the management of venues. Courses are informed and endorsed by our research, publications, and engagement with professional bodies such as the Association for Events Management Education (AEME) and Chartered Institute of Marketing (CIM).

The University is an Institute of Travel and Tourism (ITT) Centre of Excellence which recognises leading universities who working particularly closely with the Institute to develop and maintain high professional standards throughout the travel and tourism industry. The University receives support in organising industrial placements, access to high level industry speakers, access to senior industry figures for research purposes and will grant an annual ITT Centre of Excellence Student of the Year award to a student identified by the university.

Our relationship with university venues: The Arena Theatre and The Performance Hub provide an alternative classroom which you will access as part of your course. Learning with us, you will engage with industry through application of learning to live events, field trips and guest lecturers. These resources and developments place MiLE in a very strong position to provide both practical experiences which underpin theoretical understanding and prepare you for the challenges of working in the dynamic event marketing

environment.

Whilst studying with us in our new business school at the Wolverhampton Campus, you will learn about the global marketplace within which event venues operate, gain a working understanding of digital technologies, and develop entrepreneurship and business marketing skills that will help you to plan, organise, and market events.

Educational Aims of the Course:

Increasingly, marketing and events are closely related, with events forming a key element of the marketing strategies of a number of organisations. Trade shows, product launches, conferences fundraising, public relations, are all evidence of external and internal marketing where event management (and the management of venues) are key responsibilities for marketing managers and illustrate the need for marketing managers to be competent and skilled in both marketing and event management.

BA (Hons) Marketing & Events Management will equip graduates with an events and marketing management portfolio of knowledge and skills so that they can consider the diverse work opportunities available in the events industry regionally, nationally and internationally. They will learn about the dynamic global marketplace within which the marketing and events operate, gain a working understanding of digital technologies and develop entrepreneurship and business skills that will help them to plan, organise, market and stage events.

Intakes:

September

Major Source of Funding:

HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2017/8	H	Full Time / Sandwich	£9250.00
2017/8	EU	Full Time / Sandwich	£9250.00
2017/8	Overseas	Full Time / Sandwich	£11475.00
2017/8	H	Part Time	£2835.00
2017/8	EU	Part Time	£2835.00
2017/8	Overseas	Part Time	£5738.00

PSRB:

None

Course Structure:

January (Full-Time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4MK002	Marketing Principles	20	SEM1	Core
4LI011	Academic Skills	20	SEM1	Core
4LI001	Introduction to Events and Venues	20	SEM1	Core
4LI009	Venue Design and Management	20	SEM2	Core
4MK005	Marketing Performance Management	20	SEM2	Core
4MK006	Introduction to Brand Communication	20	SEM2	Core
5MK006	Marketing Planning	20	SEM1	Core
5LI018	Services Marketing	20	SEM1	Core
5LI007	Functions and Special Events	20	SEM1	Core
5LI017	Research Themes in Events	20	SEM2	Core
5MK011	Customer Acquisition and Retention	20	SEM2	Core
5MK012	Integrated Marketing Communications	20	SEM2	Core

Group 13 | Min Value: 20 | Max Value: 20

6LI011	Sustainability and Events and Venues	20	SEM1	Core Option
6LI024	The Wedding Experience	20	SEM1	Core Option
6MK002	Marketing Strategy	20	SEM1	Core
6LI022	Research, Interpretation and Analysis	20	SEM1	Core
6LI012	Managing Digital Events and Venues	20	SEM2	Core
6MK007	Managing Corporate Reputation	20	SEM2	Core
6BU013	Independent Project	20	SEM2	Core

September (Full-Time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4MK002	Marketing Principles	20	SEM1	Core
4LI011	Academic Skills	20	SEM1	Core
4LI001	Introduction to Events and Venues	20	SEM1	Core
4LI009	Venue Design and Management	20	SEM2	Core
4MK005	Marketing Performance Management	20	SEM2	Core
4MK006	Introduction to Brand Communication	20	SEM2	Core
5MK006	Marketing Planning	20	SEM1	Core
5LI018	Services Marketing	20	SEM1	Core
5LI007	Functions and Special Events	20	SEM1	Core
5LI017	Research Themes in Events	20	SEM2	Core
5MK011	Customer Acquisition and Retention	20	SEM2	Core
5MK012	Integrated Marketing Communications	20	SEM2	Core

Group 13 | Min Value: 20 | Max Value: 20

6LI011	Sustainability and Events and Venues	20	SEM1	Core Option
6LI024	The Wedding Experience	20	SEM1	Core Option
6MK002	Marketing Strategy	20	SEM1	Core
6LI022	Research, Interpretation and Analysis	20	SEM1	Core
6LI012	Managing Digital Events and Venues	20	SEM2	Core
6MK007	Managing Corporate Reputation	20	SEM2	Core
6BU013	Independent Project	20	SEM2	Core

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

FHEQ Level Descriptors

QAA – (FHEQ), (2001) *Framework for higher education qualifications in England, Wales and Northern Ireland*

QAA -(HLST) (2008) *Framework for higher education qualifications in England, Wales and Northern Ireland*

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

"Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study"

CertHE Course Learning Outcome 2 (CHECLO2)

"Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study."

CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work

CertHE Course Learning Outcome 4 (CHECLO4)

"Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments"

CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

DipHE Course Learning Outcome 1 (DHECLO1)

"Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge."

DipHE Course Learning Outcome 2 (DHECLO2)

"Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context"

DipHE Course Learning Outcome 3 (DHECLO3)

"Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study"

DipHE Course Learning Outcome 4 (DHECLO4)

"Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis"

DipHE Course Learning Outcome 5 (DHECLO5)

"Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-

specialist audiences, and deploy key techniques of the discipline effectively"

DipHE Course Learning Outcome 6 (DHECLO6)

"Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations."

Ordinary Course Learning Outcome 1 (ORDCLO1)

"Understand the role and scope of the events sector and critically analyse events and venues impact upon their environments and on regional, national and global culture."

Ordinary Course Learning Outcome 2 (ORDCLO2)

"To acquire industry knowledge and develop operational and entrepreneurial skills, relevant to employability and to the marketing, operation and management of events and venues. "

Ordinary Course Learning Outcome 3 (ORDCLO3)

Critically appraise the changing trends in the event and venue industry and their ability to attract and retain consumers and develop markets.

Ordinary Course Learning Outcome 4 (ORDCLO4)

"Evaluate problem solving techniques to analyse challenges and appropriate theoretical concepts and models to the marketing and management of venues, artists, performers, staff and consumers."

Ordinary Course Learning Outcome 5 (ORDCLO5)

Develop critical awareness of and utilise digital technologies in learning environments and in the context of managing marketing for events and venues.

Ordinary Course Learning Outcome 6 (ORDCLO6)

"Critically evaluate the role of regional, national and global stakeholders and their impact on the structure and organisation of the events industry and on the management of venues."

Honours Course Learning Outcome 1 (DEGCLO1)

"Understand the role and scope of the events sector and critically analyse events and venues impact upon their environments and on regional, national and global culture."

Honours Course Learning Outcome 2 (DEGCLO2)

"To acquire industry knowledge and develop operational and entrepreneurial skills, relevant to employability and to the marketing, operation and management of events and venues. "

Honours Course Learning Outcome 3 (DEGCLO3)

Critically appraise the changing trends in the event and venue industry and their ability to attract and retain consumers and develop markets.

Honours Course Learning Outcome 4 (DEGCLO4)

"Evaluate problem solving techniques to analyse challenges and appropriate theoretical concepts and models to the marketing and management of venues, artists, performers, staff and consumers."

Honours Course Learning Outcome 5 (DEGCLO5)

Develop critical awareness of and utilise digital technologies in learning environments and in the context of managing marketing for events and venues.

Honours Course Learning Outcome 6 (DEGCLO6)

"Critically evaluate the role of regional, national and global stakeholders and their impact on the structure and organisation of the events industry and on the management of venues."

Overview of Assessment:

Module	Title	Course Learning Outcomes
4LI001	Introduction to Events and Venues	CHECLO1, CHECLO2
4LI009	Venue Design and Management	CHECLO1, CHECLO2
4LI011	Academic Skills	CHECLO1, CHECLO2
4MK002	Marketing Principles	CHECLO1, CHECLO2
4MK003	Marketing Research	CHECLO1, CHECLO2
4MK004	Marketing in Action	CHECLO1, CHECLO2
4MK005	Marketing Performance Management	CHECLO1, CHECLO2
4MK006	Introduction to Brand Communication	CHECLO1, CHECLO2
5LI007	Functions and Special Events	DHECLO1, DHECLO2, DHECLO3
5LI017	Research Themes in Events	DHECLO1, DHECLO2, DHECLO3
5LI018	Services Marketing	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK005	Entrepreneurial Marketing	DHECLO1, DHECLO2, DHECLO3
5MK006	Marketing Planning	DHECLO1, DHECLO2, DHECLO3
5MK009	Marketing Communications Theory and Practice	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK011	Customer Acquisition and Retention	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK012	Integrated Marketing Communications	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BU001	Researching Business and Management Issues	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6
6BU013	Independent Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6LI011	Sustainability and Events and Venues	DEGCLO1, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5, ORDCLO6
6LI012	Managing Digital Events and Venues	DEGCLO1, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5, ORDCLO6
6LI022	Research, Interpretation and Analysis	DEGCLO1, DEGCLO4, ORDCLO1, ORDCLO4
6LI024	The Wedding Experience	DEGCLO2, DEGCLO5, DEGCLO6, ORDCLO2, ORDCLO5, ORDCLO6
6MK002	Marketing Strategy	DEGCLO1, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6MK006	Digital Marketing Communications and Social Media	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5
6MK007	Managing Corporate Reputation	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

Teaching, Learning and Assessment:

This will include:

- Reading – both core and supplementary reading from books, journals and electronic sources.
- Case Analysis – to look at the application of theory and practice, to identify problems and recommend solutions.
- Group discussions – on provided themes to draw out and share personal experiences and learning amongst the wider group.

- Student presentations/student led seminars.
- Problem-based learning approaches.
- Lectures and workshops.
- Group and individual tutorials
- Personal reflection.
- Group role play and project work.
- Assessment preparation and feedback.
- Individual and group presentations.
- Peer feedback.

Learning and Teaching Methods:

This data indicates the proportion of time in each year of study that students can expect to engage in the following activities (expressed as a percentage for each level).

Level	Teaching	Independent	Placement
4	24	76	0
5	24	76	0
6	20	80	0

Assessment Methods:

This data indicates the proportion of summative assessment in each year of study that will derive from the following: (expressed as a percentage for each level).

Level	Written Exams	Practical Exams	Coursework
4	8	25	67
5	0	0	100
6	8	9	83

Student Support:

A core strand through this course is the development of skills appropriate to both general study at HE and for lifelong learning, and specific study in a chosen specialist subject. In some modules the development of these skills are explicit in others they are embedded within the curriculum.

Students will be able to access the learning services of the University of Wolverhampton.

For example:

- University Learning Centres provide general academic skills support to all students. Individual appointments are available with a study skills advisor. They can offer advice on areas such as, academic writing, assignment planning, exam preparation, and time management. In addition, there is a regular timetable of drop-in and bookable workshops covering information and digital literacy skills, including academic referencing.
- The MX student centre will be able to provide more generic international advice and guidance for example visa's. In addition, the Centre will be able to provide regulatory guidance and any such other support to signpost students to enhance their learning.

You will receive support and guidance from personal tutors, so that you: can understand better your learning process, have the skills and understanding to act on the feedback, so as to become more effective and successful, collect evidence on your achievement to enhance your employability.

Feedback - tutors provide personalised written feedback following all summative assessments. The mechanism for feedback from formative tasks varies between assessments, but will always be provided in some form. On occasions tutors may provide generalised verbal feedback to the whole group on points relating to an assessment. You may also be asked to give feedback to your peers and to your tutors.

Employability in the Curriculum:

A degree in Marketing and Events Management will prepare you for career opportunities in the events sector where you will be able to use a portfolio of marketing expertise and skills to inform the management of events and venues. Upon graduation students can expect to enter a number of roles in the events marketing sector: public, private or voluntary, gain career progression or set up their own events business. Opportunities can be found in a diversity of venues worldwide from management of venues and stadia, conferencing in hotels to staging corporate, local authority or charity events, arts and music festivals, or business start-up such as Wedding planning. Graduates of this award may also progress to our Marketing and Events postgraduate programmes.



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