Short Title:	Event Management/IMC 1 APPROVED
Full Title:	Event Management/IMC 1

Module Code:	MNGT H3027

Credits:	5

Field of Study:	Marketing and advertising

Module Delivered in	7 programme(s)

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Module Description:	To provide students with a comprehensive understanding of all factors which contribute to the successful organisation of events. To equip students with the skills for designing and developing an event strategy. To provide students with the skills required to brand an event and to raise sponsorship To provide students with the skills required to put in place a targeted promotions plan.

Learning Outcomes
On successful completion of this module the learner will be able to:

LO1	Demonstrate an understanding of the usefulness of events as marketing tools.
LO2	Exhibit an ability to research and plan effectively for events.
LO3	Identify and critically evaluate the requirements for successful event implementation and management.
LO4	Explain the importance of marketing communications to event management.
LO5	Work as part of a team to implement a small fundraising event.

Module Content & Assessment

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Oral Examination/Interview	CV submission and interviews to assign roles on event teams.	3,4	20.00	n/a
Assignment	This might involve planning and organising a small fundraiser. Regular meetings to assess progress will be held. The fundraiser will be observed by lecturers and third parties. Full review to be conducted afterwards with students.	1,2,3,4	50.00	n/a
Presentation	This might involve conducting and presenting research on a topic related to event management.	1,2,3	30.00	Sem 1 End

No End of Module Formal Examination

IT Tallaght reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Class Based Instruction	4.00	Every Week	4.00
Tutorial	Group meetings and supervision	2.00	Every Week	2.00
Independent Learning	Reading and Group meetings	4.00	Every Week	4.00
			Total Weekly Learner Workload	10.00
			Total Weekly Contact Hours	6.00

Workload: Part Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2.00	Every Week	2.00
Independent Learning	No Description	7.00	Every Week	7.00
			Total Weekly Learner Workload	9.00
			Total Weekly Contact Hours	2.00

Module Resources

Required Book Resources

Dowson, Ruth and Basset, David 2015, *Event Planning and Management*, **3rd Ed., Kogan Page**

Shone, A., Parry,B. 2013, *Successful event Management, A practical handbook*, **4th Ed., Cengage**

Smith, PR and Zook, ZE 2016, *Marketing Communications*, **6 Ed., Kogan Page London**

Recommended Book Resources

Lynn van der Wagen, Lauren White 2010, *Events Management for Tourism, Cultural, Business and Sporting Events*, **4th Ed., Pearson Australia**

Preston, C.A and Hayle, Leonard, H. 2012, *Event Marketing: How to successfully promote events, festivals, conventions and expositions*, **2nd Ed., Wiley & Sons inc**

This module does not have any article/paper resources

Other Resources

IT Tallaght Library Database: *WARC*

PRII: *Public Relations Institute of Ireland*
http://www.prii.ie

Module Delivered in

Programme Code	Programme	Semester	Delivery
TA_BAMCO_B	Bachelor of Arts (Honours) in Advertising & Marketing Communications	5	Mandatory
TA_BAMCO_D	Bachelor of Arts in Advertising and Marketing Communications	5	Mandatory
TA_BMKDM_D	Bachelor of Arts in Digital Marketing	5	Elective
TA_BAMKT_B	Bachelor of Business (Honours) in Marketing	5	Mandatory
TA_BMKTG_B (1 year add on)	Bachelor of Business (Honours) in Marketing Management	5	Mandatory
TA_BMKTG_D (1 year add on)	Bachelor of Business in Marketing	5	Mandatory
TA_BAMKT_D	Bachelor of Business in Marketing	5	Mandatory

Module Delivered in