

Short Title:	Event Management/IMC 2 APPROVED
Full Title:	Event Management/IMC 2
Module Code:	MNGT H3053
Credits:	5
Field of Study:	Marketing and advertising
Module Delivered in	8 programme(s)
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Module Description:	Students will apply their learning from Event Management/IMC1 to a real life situation of planning, organising, implementing and evaluating and event. Students will be provided with the skills that will enable them to formulate a comprehensive, fully integrated marketing communications solution for the promotion of their event.

Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Work as part of a team to plan, manage, run and evaluate an event.
LO2	Design a brand identity for an event.
LO3	Establish budget and schedule for an event.
LO4	Assess venues and the risks of running an event.
LO5	Devise and implement a strategy that will promote an event.
LO6	Evaluate their event based on objectives set.

Module Content & Assessment

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Continuous Assessment	Students will clarify and establish event objectives and will create, plan and implement a promotions plan. They will be assessed on the basis of things like media coverage, social media, promotional material, timing of promotions, sponsorship secured.	2,5	20.00	n/a
Continuous Assessment	Event planning/logistics - each group will be assessed on the basis of their ability to pre-plan their event and will take into account things like ticketing (timing and follow-up), media relations. Contingency plans will be evaluated, ability to coordinate all aspects on the day e.g. guest hospitality, tidy up, organisation of raffles.	1,3,4	30.00	n/a
Continuous Assessment	Event Implementation and evaluation – the groups will work together to run the event and will be evaluated through attendees feedback, Mystery shoppers, guests and peer feedback.	1	30.00	n/a
Continuous Assessment	After the event, students will answer a case study based on Event Implementation and Promotion.	1,2,3,4,5	20.00	n/a

No End of Module Formal Examination

TU Dublin – Tallaght Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class Based instruction	4.00	Every Week	4.00
Tutorial	Group supervision	2.00	Every Week	2.00
Independent Learning	Group meetings, planning and organising event	4.00	Every Week	4.00
Total Weekly Learner Workload				10.00
Total Weekly Contact Hours				6.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
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 R. & Basset,D. 2015, *Event Planning and Management*, 3ed 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*, 6th 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 [ISBN: 978-1-4425-3488-9]
Preston CA. & Hayle L. 2012, *Event marketing: How to successfully promote events, festivals ,conventions and expositions*, 2ed Ed., Wiley

Required Article/Paper Resources

The Irish Marketing Review, Journal of Marketing Communications, Sunday Times, Irish

Other Resources

Website: *Media Live*
<http://www.medialive.ie>

Website: *Public relations Institute of Ireland*
<http://www.prii.ie>

Library Database: WarcWarc

Module Delivered in

Programme Code	Programme	Semester	Delivery
TA_BAMCO_B	Bachelor of Arts (Honours) in Advertising & Marketing Communications	6	Elective
TA_BADMT_B	Bachelor of Arts (Honours) in Digital Marketing Technologies	6	Elective
TA_BAMCO_D	Bachelor of Arts in Advertising and Marketing Communications	6	Elective
TA_BMKDM_D	Bachelor of Arts in Digital Marketing	6	Elective
TA_BAMKT_B	Bachelor of Business (Honours) in Marketing	6	Elective
TA_BMKTG_B (1 year add on)	Bachelor of Business (Honours) in Marketing Management	6	Elective
TA_BMKTG_D (1 year add on)	Bachelor of Business in Marketing	6	Elective
TA_BAMKT_D	Bachelor of Business in Marketing	6	Elective