

MODULE DESCRIPTOR

MODULE TITLE	LANDSCAPE OF EVENTS: AN INTRODUCTION TO EVENTS		
MODULE CODE	TL1091 (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module acts an introduction to the study of events – and as a consequence will cover many topics and issues which will in turn be offered in more detail later in the students' studies. Its primary aim is to illustrate the complexity and range of subjects attached to the study of events and their implication to the events industry. Individual issues and themes will be examined from multi-disciplinary perspectives wherever appropriate; these will largely stem from sociological, political, psychological, economic, comparative and environmental perspectives.

MODULE CONTENT

Indicative syllabus content:

- **Event Classifications and typologies**

Event Types

- The Special Event
- The Hallmark Event
- The Mega Event
- The Festival

Approaches

- Disciplines in events
- The Psychology of events
- The Sociology of events
- The Social Psychology of events.

Event forms

- Tourism Events
- Religious Events
- Sport Events
- Media Events
- Dark Events
- Music Events
- Personal events
- Corporate events
- Art and Cultural Events

Issues

- Authenticity/pseudo events
- Security/violence at events
- The politics of events
- Environmental Sustainability? (in planning)
- Events and urban renewal.

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- Events and the night time economy.

Research and the future

- Technology and events
 - Research at events
 - Education and Events
 - The future of events
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INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Acknowledge the inter-disciplinary nature of event studies
 2. Classify events in terms of their form and function
 3. Illustrate a broad knowledge of the key areas of controversy in event studies
 4. Apply basic theoretical propositions to a number of event-based issues.
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TEACHING METHODS

- The student will attend a weekly lecture & seminar
 - Lectures will be research informed where possible & make use of guest speakers as appropriate
 - Each lecture will be available on-line & will direct students towards recommended reading
 - Seminars will primarily consist of exercises and discussions that underpin and supplement knowledge acquired in the lectures
 - As far as possible seminars will be student focussed & flexible enough to respond to student needs
 - The students will conduct their presentations within seminars & their peers will be expected/encouraged to question & discuss the content of these presentations
 - Some seminars will be set aside for briefings & workshops related to assignments
 - A range of supplementary learning materials (notably articles) will be available on E-Learn
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ASSESSMENT METHODS

This module is assessed through one Presentation (group) and one Essay.