Module Title:	Event Management
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	8 programme(s)

Teaching & Learning Strategies:	The module is designed to facilitate a free exchange of ideas and information among learners, the lecturer and guest speakers experienced in managing sports events. The learning outcomes will be achieved through the following teaching methodologies; Lectures - communication of knowledge and ideas from the lecturer to the learner. Case studies looking at issues that arise in managing events. E-Learning - It is envisaged that the module will be supported with online materials. Self directed independent learning to develop strong autonomous and team work and learning practices.

Module Aim:	Events are planned gatherings with a purpose to raise revenue or promote ideas for profit and non profit organisations. This module aims to provide a deep understanding of the processes involved in planning events from the initial idea to post event evaluation.

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

LO1	Design and present an event plan to enable the successful hosting of an event, from setting out event objectives, to organising staff, Sponsorship and operations to deciding appropriate metrics for post-event evaluation.
LO2	Design a Sponsorship and Marketing plan for a sports event
LO3	Evaluate the importance of financing an event through the design of an event budget.

Pre-requisite learning
Module Recommendations   *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules   *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements   *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
Strategic Planning for an event Strategic planning for an event, conceptualising the event, project management
Financial and HRM for events Event staffing including volunteer management, budgeting; identifying revenue sources and costing the event.
Marketing Planning for events Evaluating and identifying target market, setting marketing objectives, pricing the event, developing an integrated communications plan.
Sponsorship Evaluating sponsors and designing a strategy for approaching sponsors including the development of sponsor packages
Event operation and evaluation Operations management, event logistics, site planning, sustainable event management, post event evaluation
Legal Issues and event management Contract considerations, risk assessments, crowd management

Assessment Breakdown	%
Continuous Assessment	30.00%
Project	70.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Learners will be required to prepare and present a comprehensive sport event management related case study and recommend appropriate courses of action.	1,2,3	30.00	Sem 1 End

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Develop and Event Plan. Deliverables will include a log book and weekly deadlines of event planning and operation and an evaluation and reflection on the event. This is a group project.	1,2,3	70.00	Week 10

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	3.00
Estimated Learner Hours	Every Week	6.00
	Total Hours	9.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	7	Mandatory
CW_BBSMC_B	Bachelor of Arts (Honours) in Sport Management and Coaching	7	Elective
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	7	Mandatory
CW_BPMKT_D	Bachelor of Business in Marketing	5	Elective
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	7	Elective
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	5	Elective
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	5	Elective
CW_BBSBC_B	Bachelor or Arts (Honours) in Sport, Business and Coaching	7	Elective

Module Delivered In

Programme Code	Programme	Semester	Delivery