

Module Title:	Event Management Project
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	Lectures, case studies, field trips, practical work, problem based learning and guest speakers.
Module Aim:	To develop the students knowledge, skills and competence in Event Management. A strategic approach to event management will be used to develop and present an event project . The student will draw on previous areas of study in this programme.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Conceptualize and propose an event concept.
LO2	Design an event.
LO3	Develop an event operational plan.
LO4	Develop an event safety plan.
LO5	Develop a marketing and public relations plan.
LO6	Develop a business plan for an event.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Conceptualize and propose an event concept.

Event current trends and practices. Establish event concept. Identify the economic, cultural, societal and other potential event impacts. Conduct a feasibility study. Identify grant applications and sources of funding. Sponsorship and friends programmes. Event bidding. Event proposals.

Design an event.

Event theme. Event site/venue and layout. Entertainment, activities and programme of events. Suppliers. Catering. Customer Services.

Develop an event operational plan.

Legal, insurance, regulations, licenses, contracts, environmental analysis and logistical requirements.

Develop an event safety plan.

Health and safety statement. Risk management statement. Emergency procedures, crowd control, security. Emergency services operations and contacts. Regulatory authorities.

Develop a marketing and public relations plan.

Event marketing strategies. Marketing plan. Public relations strategies. Public relations plan. Data analysis of marketing and PR activities.

Develop a business plan for an event.

Business strategy. Financial management. Sustainability.

Assessment Breakdown

	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Event Management documentation and project	1,2,3,4,5,6	100.00	Week 29

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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	24 Weeks per Stage	3.00
Independent Learning Time	30 Weeks per Stage	5.93
Total Hours		250.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	24 Weeks per Stage	1.50
Independent Learning Time	30 Weeks per Stage	2.97
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	7	Group Elective 2