

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) / BSC (HONS) EVENT AND PROMOTIONS MANAGEMENT

AND

**BA (HONS) / BSC (HONS) EVENT AND PROMOTIONS MANAGEMENT
WITH PROFESSIONAL PRACTICE YEAR**

PROGRAMME SPECIFICATION ACADEMIC YEAR 2020/21

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts. ¹			
Teaching Body	University for the Creative Arts			
Final Award Title and Type	Bachelor of Arts (Honours) OR Bachelor of Science (Honours)			
Course Title	Event and Promotions Management OR Event and Promotions Management with Professional Practice Year			
Course Location	Epsom Campus			
Length	Length: Full-time - 3 years OR Full-time + Professional Practice Year - 4 years			
Mode of Study	Full-time	✓	Part-time	
Period of Validation	2020/21 to 2022/23			
Professional, Statutory or Regulatory Body	None			
Type of Accreditation	N/A			
Accreditation due for renewal	N/A			
<p>Entry criteria and requirements</p> <p><i>BA (Hons) / BSc (Hons)</i></p> <p><i>BA (Hons) / BSc (Hons) with Professional Practice Year</i></p> <p>For entry to one of these courses you require one of the following:</p> <ul style="list-style-type: none"> • 112 new UCAS tariff points (see accepted qualifications on UCA website); • Pass at Foundation Diploma in Art & Design (Level 3 or 4); • Distinction, Merit, Merit at BTEC Extended Diploma; • Merit at UAL Extended Diploma; • 112 new UCAS tariff points from an accredited Access to Higher Education Diploma; <u>or</u> • 27-30 total points in the International Baccalaureate Diploma with at least 15 IB points at Higher level <p>AND four GCSE passes at grade A*-C <u>or</u> grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2), or equivalent</p>				

¹ Regulated by the Office for Students

Non-standard Entry

Other relevant and equivalent UK and international qualifications are considered, and we encourage students from diverse educational backgrounds to apply. For international qualifications, see <https://www.uca.ac.uk/international/equivalent-qualifications/>

If you have faced difficulties that have affected your performance, occasionally we will make offers which are lower than the standard entry criteria. In these cases, entry is based on a discussion with you as well as your grades, and a strong desire to study this course and evidence of potential through a portfolio or work experience is especially important.

English Language Requirements

If you are applying for a Tier 4 student visa and your first language is not English, you will need to take a test to prove your English language ability – this is called a Secure English Language Test.

For a full list of the English language requirements for different entry points to this course, please see: <https://www.uca.ac.uk/international/non-eu/study/english-language-requirements/>

If you need a Tier 4 visa, you do not need to take a SELT if one of the following applies:

- you are a national of a majority English speaking country and have taken your academic qualifications in that country; or
- you have completed a Bachelor's Degree in a majority English speaking country within the last two years

For a list of majority English speaking countries to which these exemptions apply, see:

<https://www.gov.uk/tier-4-general-visa/knowledge-of-english>

Overall methods of assessment	Written exams	Practical exams	Coursework
Stage 1 - First Year	0%	0%	100%
Stage 2 - Second Year - BA / BSc (Hons)	0%	0%	100%
Stage 2 - Second Year - BA / BSc (Hons) w PPY	0%	0%	100%
Professional Practice Year (if undertaken as part of named award)	0%	0%	100%
Stage 4 - Third Year	0%	0%	100%
Overall Learning & Teaching hours	Scheduled	Independent	Placement
Stage 1 - First Year	32%	68%	0%
	384 hours	816 hours	0 hours
Stage 2 - Second Year - BA / BSc (Hons)	27%	48%	25%
	324 hours	576 hours	300 hours
Stage 2 - Second Year - BA / BSc (Hons) w PPY	36%	64%	0%
	432 hours	768 hours	0 hours

Stage 2 - Professional Practice Year (optional)	0%	20%	80%
	0 hours	240 hours	960 hours
Stage 3 - Third Year	24%	76%	0%
	288 hours	912 hours	0 hours
General level of staff delivering the course	<p>The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either a Masters degree or equivalent professional practice in a relevant discipline or field.</p> <p>All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline.</p> <p>All Lecturers and Senior Lecturers undertake scholarship in their disciplines.</p> <p>There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support and development.</p>		
Language of Study	English		
<p>Qualification Frameworks</p> <p>Framework for Higher Education Qualifications (November 2014)</p> <p>Subject/Qualification Benchmark Statement</p> <p>Communication, Media, Film and Cultural Studies (November 2019)</p> <p>Business and Management (November 2019)</p> <p>Advice and Guidance</p> <p>UK Quality Code - Advice and Guidance: Workbased Learning (November 2018)</p>			

Course structure					
<p>The structure of all of the University's awards complies with the University's Common Credit Framework. The Common Credit Framework includes information about the:</p> <ul style="list-style-type: none"> • Rules for progression between the stages of a course. • Consequences of failure for reassessment, compensation and exit awards. • Calculation and classification of awards. 					
Unit Code	Unit Title	Level	Credits	Core / Elective BA	Core / Elective BSc
Stage 1 - First Year					

XXXX40XX	Business Bootcamp 1: Design Thinking	4	0	Core	
XXXX40XX	Promotional Experiences	4	15	Core	
XXXX40XX	Foundations of Marketing & Communications	4	15	Core	
XXXX40XX	Principles of Live Events	4	15	Core	
XXXX40XX	Business Seminar 1: Understanding Consumers	4	15	Core	
XXXX40XX	Business Bootcamp 2: R&D	4	0	Core	
XXXX40XX	Live Music Industry	4	15	Core	
XXXX40XX	Crowd Behaviour & Safety	4	15	Core	
XXXX40XX	Events and the Experience Economy	4	15	Core	
XXXX40XX	Business Seminar 2: Business Analytics	4	15	Core	
Stage 2 - Second Year					
XXXX50XX	Business Bootcamp 3: Storytelling & Narratives	5	0	Core	
XXXX50XX	Critical Analysis with English for Academic Purposes 1	5	15	Core (Y2 Direct Entry)	
XXXX50XX	Financial Management	5	15	Core	
XXXX50XX	Influence & Influencers	5	15	Elective	N/A
XXXX50XX	Digital Marketing Analytics	5	15	Elective	Core
XXXX50XX	Virtual & Augmented Events	5	15	Core	
XXXX50XX	Business Seminar 3: Professional Practice	5	15	Core	
XXXX50XX	Business Bootcamp 4: Exploring Innovation	5	0	Core	
XXXX50XX	Critical Analysis with English for Academic Purposes 2	5	15	Core (Y2 Direct Entry)	
XXXX50XX	Events Design 1	5	15	Core	
XXXX50XX	Identities & Cultures	5	15	Elective	N/A
XXXX50XX	Supply Chain Analysis & Management	5	15	Elective	Elective
XXXX50XX	Behavioural Studies & Consumption	5	15	Elective	Elective
XXXX50XX	Professional Placement <i>Please note: The Professional Placement unit is not available to students on Professional Practice Year pathway.</i>	5	30	Core	
XXXX50XX	Industry Lecture Series <i>Please note: This unit is only available to students on Professional Practice Year pathway.</i>	5	15	Core (PPY)	
XXXX50XX	Creative Innovation <i>Please note: This unit is only available to students on Professional Practice Year pathway.</i>	5	15	Core (PPY)	
Professional Practice Year - if undertaken as part of named award					
XXXX50XX	Professional Practice Year: Part 1	5	60	Core (PPY)	
XXXX50XX	Professional Practice Year: Part 2	5	60	Core (PPY)	
Stage 3 - Third Year (Fourth Year if Professional Practice Year undertaken)					
XXXX60XX	Business Bootcamp 5 – Research Methodologies	6	0	Core	
XXXX60XX	Event Design 2	6	15	Core	
XXXX60XX	Cosmetics & Beauty: Global Industry & Futures	6	15	Elective A	

XXXX60XX	Fashion: Global Industry & Futures	6	15	Elective A	
XXXX60XX	Games: Global Industry & Futures	6	15	Elective A	
XXXX60XX	Lifestyle Goods: Global Industry & Futures	6	15	Elective A	
XXXX60XX	Music: Global Industry & Futures	6	15	Elective A	
XXXX60XX	Creative Business Start-up	6	15	Elective B	N/A
XXXX60XX	Data Mining for Marketers	6	15	Elective B	Elective B
XXXX60XX	Audience Evaluation	6	15	Elective B	Elective B
XXXX60XX	Business Seminar 4: Strategy and Decision Making	6	15	Core	
XXXX60XX	Business Bootcamp 6: Developing Enterprise	6	0	Core	
XXXX60XX	Creative Leadership Lab	6	15	Core	
XXXX60XX	Degree Project	6	45	Core	

* Students must choose either the BA or BSc pathway before the start of second year.
NOTE: Not all elective units may run every year.

Section B - Course Overview

“An event shouldn't be just an experiential thing, it should be an emotional thing.” - Amit Kalantri

Today with instant international reach through digital distribution, social media, and streaming services the study of the event management is the foundation of the future of the creative industries in an experience economy.

The events sector is worth £42.3 billion to the UK economy in terms of direct spend by event delegates, attendees and organisers across the following areas: Conferences and meetings - £19.2 billion; UK Exhibitions and trade shows - £11 billion; Global Exhibitions by UK Organisers - £2 billion; Sporting events – £2.3 billion; Music events - £2.3 billion; Incentive travel and performance improvement - £1.2 billion; Corporate hospitality - £1.2 billion; Outdoor events -£1.1 billion; Festivals and Cultural events £1.1 billion

Putting economic value to one side, events shape a destination's identity, engender creative enterprise, stimulate innovation, facilitate knowledge transfer, engender professional development, and augment the visitor economy. This course is designed to allow you to immerse yourself into the organisation of events and the promotion of audience experiences.

What to expect

The course produces highly employable graduates who possess essential and transferable skills relevant to the events and promotions industry. You will have access to audio, video and still cameras and photographic studios as well as laser cutting and 3D printing. Our Virtual Reality headsets and software mean you can experiment with technology, and ensure you can explore the development of product for marketing, ecommerce, and unique fan experiences.

Year 1 focuses on the foundations of the events management examining the development of events industry and how it has shaped culture and society, and in turn, been shaped by technology and trends.

Year 2 deepens your understanding of the digital marketing and technology as well as the financial and logistics of planning and organising events underpinned by contextual theories.

Year 3 provides an opportunity to explore the cutting edge of the events and promotions industry as a global business. You will develop your own major degree project, undertake trips to events and promotions and prepare for your career in professional practice.

Highlights

- Instructed by a mixture of cutting-edge academic staff and experienced industry professionals, you will have the opportunity to learn real-world skills beyond the classroom through visits, networking and placements.
- A 'live' course and you will be working directly with venues, artists and audiences and other industry partners, including creating your own promotional materials and practising the skills involved in audio and visual content.
- Studying with access to London and the South-East as the hub of the UK's creative industries, but with the distance and separation to concentrate on your creative development, UCA Epsom is the perfect location to explore your passion for arts and festivals management.
- Our compulsory professional placements, and optional professional practice year, equips you to be the adaptable, resilient, globally minded, confident, entrepreneurial, and digitally savvy professional so in demand in the contemporary workplace.

Section C - Course Aims

This course aims to:

- Develop the creative, intellectual and practical skills necessary for students to present solutions to complex problems faced by events management professionals
- Provide students with an in-depth knowledge and understanding of the historic and contemporary frameworks which underpin the contemporary professions within the events industry
- Enable students to identify, analyse and make recommendations for a range of issues in business and management experienced in professional practice within the events industries.
- Develop subject related practical skills in financial management, marketing, operations, human resources, and innovation which can underpin a future career the events industry.
- Develop an understanding and sensitivity to ethical considerations that arise in the practice of advertising particularly around the UN Sustainable Development Goals.
- Prepare students for graduate employment, research, further study and lifelong learning by developing their intellectual, practical and transferable skills.

Section D - Course Outcomes

BA (Hons) Event and Promotions Management

Upon successful completion of the course, students will be able to:

Knowledge

- KU1. Understand how the specific features of events management work together to inform strategy, production in a range of business models and structures.
- KU2. Discuss and apply a coherent and detailed knowledge of events industry its people, creative and business models.
- KU3. Debate current professional opinion and research about issues affecting events management, and changes that may affect their development in the near or mid-term future.

Application

- PS1. Use in-depth information to analyse complex problems and suggest creative (sometimes original) solutions appropriate to the professional contexts of events and promotions within creative industries businesses.
- PS2. Manage creative outputs, supply chains and operations to develop events design and implementation.
- PS3. Evaluate critically arguments and information (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to problems in events and promotions management
- PS4. Apply a range of methods and techniques to review, consolidate, and extend their knowledge, skills and attitudes to support decision-making regarding events and promotions management

Skills

- TS1. Initiate and carry out projects - exercising initiative and personal responsibility - to enable advertising to achieve defined strategic goals.
- TS2. Apply high-quality creative, design, software and hardware skills to create compelling, professional communications to both specialist and non-specialist audiences.
- TS3. Plan and manage their own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources.

BSc (Hons) Event and Promotions Management

Upon successful completion of the course, students will be able to:

Knowledge

- KU1. Understand how the specific features of events management work together to inform strategy, production in a range of business models and structures.
- KU2. Discuss and apply a coherent and detailed knowledge of events industry its people, creative and business models.
- KU3. Debate current professional opinion and research about issues affecting events management, and changes that may affect their development in the near or mid-term future.

Application

- PS1. Employ in-depth quantitative and qualitative data to analyse complex problems and propose solutions appropriate to professional events management contexts.
- PS2. Assess markets and consumer behaviour, plan marketing spends, manage and communicate business needs in a range of events contexts including full-scale implementation.
- PS3. Evaluate critically arguments and data (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to problems in the events industry.
- PS4. Apply accurately a range of quantitative and qualitative methods and techniques to make decisions regarding events and promotions management.

Skills

- | | |
|------|--|
| TS1. | Initiate and carry out projects - exercising initiative and personal responsibility - to enable advertising to achieve defined strategic goals. |
| TS2. | Apply high-quality creative, design, software and hardware skills to create compelling, professional communications to both specialist and non-specialist audiences. |
| TS3. | Plan and manage their own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources. |

Section E - Learning, Teaching and Assessment

Learning and Teaching

At the Business School for the Creative Industries, we are about “Putting Creativity to Work”, and we believe our graduates should be able to contribute at the highest level in the professional environments that they will join upon graduation.

Our rich and inclusive curriculum is continually reviewed in consultation with our students to take account of new developments, seeking to keep the programme exciting and lively. A range of methods is used to actively engage students, including problem solving and enquiry-based learning, industry research and peer-assisted learning. Formative assessment develops key aims during the progress of a unit.

The learning and teaching on your course will include:

- **Contact Hours**
Lectures (usually groups of between 25 and 200+), seminars (usually within groups of less than 25), learning groups (usually groups of between 6 to 8): and technical skills sessions to develop your hard and soft skills in a variety of necessary software and skills areas.
- **Guided Learning**
Supported by online learning platforms or courses, guided reading and projects, and tutorials (usually either one-to-one with a tutor or in a small group tutorial session).
- **Independent Study**
Your own planned work to support your learning either individually or with colleagues on your course or other courses which supports the exploration of your own interest areas.

The latest technology is used to enhance learning and collaborative working, research-active staff work with you on the latest research developments, while industry guest speakers and live briefs provide development opportunities embedded throughout the course enrich your creative and business practice and significantly contributes to your experience at university and preparation of professional practice.

The curriculum recognise that diversity enriches our studies, whether from diversified cultural backgrounds or a range of different social experiences. Our curriculum is designed to provide a wide range of perspectives on the Creative Industries in a global context and to be an inclusive learning environment where explicit consideration is given to the diversity of our students.

Industry Placements

Work placements are an important and integral part of all undergraduate degrees in the Business School for the Creative Industries. The School has links to employers with positions available, but students are welcome to find their own placements either in the UK or internationally.

And whilst you must apply for and secure your own placement, the School will provide support in all stages of the application process; searching for opportunities, writing CVs, completing application forms, mock interviews, assessment centre activities, providing the opportunities to experience the competitive job application process.

The three to four months placement period or one-year professional practice year enables students to apply their learning to the real-world work environment, linking theoretical concepts to practice and evaluating this relationship. It also allows them to reflect upon their personal experience of working in an applied setting.

Students will also be helped to choose from the other options available for the placement period by the team, should they be unable to secure an appropriate placement opportunity.

Support for students

We aim to ensure, where possible, personal tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support. Personal tutors and the Careers & Employability Team will also support students in discussions around their potential or preferred career direction.

Students are further supported by:

- Unit leader for each unit
- Business School support staff
- Personal academic tutors
- Careers and Employability Services
- Technical support with IT and software
- My UCA - a versatile online learning environment
- Induction and ongoing re-induction sessions
- Student Staff Course Boards
- Library and Learning Resources
- Gateway Services including support for finance, regulations, disability, well-being, accommodation, and international students
- UCA Students' Union

International students receive additional support from our International Office and specialist administrative staff not only when they first arrive but also throughout their programme of study.

Assessment

Assessment within the course is focussed on the development of a range of advanced technical and professional skills which can be applied using your knowledge and understanding of business problems within the Creative Industries.

Assessments typically require substantial primary and secondary research to be undertaken, ensuring you progressively develop critical thinking and information literacy skills at each level of the programme. The assessment strategy ensures that you can access a range of formative opportunities for practice and feedforward designed to help them achieve their full potential in final (summative) assessment.

Exams, although used very infrequently during the course, seek to assess the depth and range of student understanding in key professional areas and related professional practice.

Presentation skills and group learning are developed throughout the programme to emulate the real-world situations in which our students may find themselves.

In addition, early formative and summative assessment during the first six weeks of the programme is used to monitor student engagement with both in-class and online learning. Students who are considered at risk due to low engagement can be identified and advised by the personal tutor with the support of the liaison librarian and learning & development tutors as appropriate.

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria are suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology. For students to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking opportunities and allows for live clients and projects.

Section F - Employability

It is a core ethos of the course and is evidenced in the course overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where students will gain transferable skills which are adding values to their future employability and enterprising ventures.

As well as specific industry standard skills and attributes, employers are also looking for the 'soft skills' acquired through interacting effectively in groups and teams, and additionally the ability to work independently and diligently manage your own time. This profile of teaching and learning strategies therefore strongly encourages these qualities and prepares you for the world of work by inculcating these transferable skills.

Section G - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives