

Programme specification

BA (Hons) Marketing and Events Management

BA (Hons) Marketing and Events Management with placement

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|------------------------------------|--|------------|-----------|
| <i>School:</i> | York Business School | | |
| <i>Entry from:</i> | 2018 | <i>in:</i> | September |
| <i>Awarding institution:</i> | York St John University | | |
| <i>Teaching institution:</i> | York St John University | | |
| <i>Delivery location:</i> | York St John University | | |
| <i>Programme/s accredited by:</i> | Chartered Management Institute Chartered Institute of Marketing | | |
| <i>Exit awards:</i> | BA (Hons) Business Administration BA (Hons) Business Administration with placement BA (Ord) Marketing and Events Management BA (Ord) Marketing and Events Management with placement Diploma of Higher Education Marketing and Events Management Diploma of Higher Education Marketing and Events Management with placement Certificate of Higher Education Marketing Management Foundation Certificate Business | | |
| <i>UCAS code / GTTR / other:</i> | | | |
| <i>Joint Honours combinations:</i> | | | |
| <i>QAA benchmark group(s):</i> | Events, Hospitality, Leisure, Sport and Tourism (2016) Business and Management (2015) | | |
| <i>Mode/s of study:</i> | Full-time for 4 (1+3) years Full-time for 4 years Full-time for 3 years | | |
| <i>Language of study:</i> | English | | |
| <i>Study abroad opportunities:</i> | Yes | | |

Introduction and special features

As the business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, particularly in the Events Industry. The BA (Hons) Marketing and Events Management award aims to provide you with a critical understanding of the marketing and management of events.

Studying the BA (Hons) Marketing and Events Management programme is a great opportunity to gain a degree that is clearly focused on your long-term career prospects, whether you are thinking of setting up your own business, working in a large corporation, the public sector or not-for-profit sector you will need to possess an understanding of how businesses operate and how the marketing and management of events can contribute to their success.

Events require team work, and we will enable you to develop your own skills as a team player, a group member and ultimately as a manager of other people. Our Marketing and Events Management programme allows you to specialise and develop the skills to be effective in the marketing of events across a range of fields. Alongside this knowledge you will also develop the skills you will need to be effective in a managerial and / or marketing role.

If you are studying on the BA (Hons) Marketing and Events Management with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

Special features

- Use of 'real life' (live) projects in assessments giving you practical application of the theory and the chance to market real events
- Multiple accreditation with the Chartered Institute of Marketing and Chartered Management Institute giving you a professionally recognised qualification alongside your degree. You will be provided with student membership of the CMI during semester 1 of your first year.
- Throughout the course there is regular opportunity to engage with a range of practising managers, organisations, employers and entrepreneurs and take part in work related experiences and internships
- Programme of guest speakers which will enhance your learning and links with the business community
- Opportunity to study abroad without extending the length of your degree
- A 'Year in Industry' (sandwich year) for those on the with placement variant
- Opportunity to compete in business simulation competitions both within the University and on national / international scales
- Opportunity to learn a language
- Excellent personal and academic support. You will be allocated an academic tutor to support you throughout the programme.

Admissions criteria

- You must meet the University's general entry criteria for [undergraduate](#) study.
- If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <http://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements.aspx>).
- If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#).
- We also consider applications for entry with advanced standing.

Programme aims

The BA (Hons) Marketing and Events Management Programme is based on the philosophy that your development should be incremental and this course aims to build on the grounding in the disciplines as studied prior to admission.

The course encourages you to develop the skills and competences of a future manager and event organiser. To do this, you should be capable of making decisions at both a strategic and at a tactical level, emphasising the complexity and dynamics of business and management and taking cognisance of the integrative nature of the various factors which impinge upon management decisions. The programme incorporates frameworks for reviewing, reflecting, analysing and critiquing existing individual and organisational practices.

The outcome of this process will be a critical appreciation, in order to: make justified decisions; apply those decisions in a variety of contexts; communicating the decisions and make integrative links between disciplines and across organisations in a context of change.

The aims of the programmes are to:

1. Prepare you for a marketing career in the rapidly changing Events Industry with the skills needed to adapt and develop as the environment changes
2. Provide a challenging, integrated programme of study that equips you with a sound general knowledge of Events, their management and the global environments in which they operate, within the context of the guiding principles of the Principles of Responsible Management Education (PRME).
3. Provide you with the opportunity to focus on particular aspects of Marketing and Events management relevant to your background, interests and career aspirations through a choice of final independent research activity.
4. Facilitate the development and demonstration of your intellectual skills of information processing, analysis, synthesis, critical appraisal, creativity and innovation and the ability to manage and make decisions in situations of ambiguity and uncertainty.
5. Enable you to develop competences and research skills to enhance employability and support career advancement.
6. Enable you to be a graduate who is able to improve the quality of marketing decision-making, leadership and business practice within a variety of contexts.

Programme learning outcomes

Level 4 (Year One) Learning Outcomes

On successful completion of the level four you will be able to:

Knowledge and Understanding

1. Describe and explain a range of relevant concepts, theories and models to the solution of problems within Marketing and Events.
2. Describe and identify marketing and management decisions in an Events context.

Cognitive and Thinking Skills

3. Demonstrate the ability to apply a range of academic and intellectual skills relevant to level four study including, information-gathering, analysis and problem identification.

Practical/Professional skills

4. Exhibit the development of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
5. Demonstrate the use of research skills to gather information

Key Transferable Skills

6. Develop your own learning with guided support to explore a wide variety of learning sources and opportunities

Level 5 (Year Two) Learning Outcomes

On successful completion of Level Five you will be able to:

Knowledge and Understanding

1. Compare and contrast a range of relevant concepts, theories and models to the solution of problems within Marketing and Events.
2. Analyse and discuss marketing and tactical management decisions in an Events context.

Cognitive and Thinking Skills

3. Demonstrate the ability to apply a range of academic and intellectual skills relevant to level five study including, information-gathering, problem-solving, analysis, and evaluation.

Practical/Professional skills

4. Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
5. Demonstrate the use of research and enquiry to further their understanding

Key Transferable Skills

6. Develop independence and your own learning to explore a wide variety of learning sources and opportunities

Level 6 (Year Three) Learning Outcomes

On successful completion of Level Three you will be able to:

Knowledge and Understanding

1. Apply a range of relevant concepts, theories and models to the solution of problems within Marketing and Events.
2. Synthesise and evaluate marketing and strategic and tactical management decisions in an Events context.
3. Critically evaluate Marketing and Events Management, thinking through an extended piece of research

Cognitive and Thinking Skills

4. Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making.

Practical/Professional skills

5. Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds in a professional manner.

6. Conduct research and enquiry to further their understanding and to inform Events Management decision-making

Key Transferable Skills

7. Manage your own learning to explore a wide variety of learning sources and opportunities

Programme Structure

Level 4 (Year 1)

In year one of the programme you will study three 20 credit modules per semester, six modules in total over the academic year accumulating to 120 credits. Core modules are designed to give you a grounding in the key theoretical areas of Business and Management, while you will also take specialist modules introducing you to marketing and the Events industry.

| Code | Level | Semester | Title | Credits | Status of Module* |
|--------|-------|----------|--|---------|-------------------|
| 1BMT05 | 4 | 1 | Delivering the Consumer Experience | 20 | C |
| 1BMT02 | 4 | 1 | Hospitality & Events in the 21 st Century | 20 | C |
| 1BMM01 | 4 | 1 | Marketing Principles | 20 | C |
| 1BMB09 | 4 | 2 | Ethics, Scandal and Business Decisions | 20 | C |
| 1BMT04 | 4 | 2 | Corporate Events and Hospitality | 20 | C |
| 1BMM02 | 4 | 2 | Marketing Research | 20 | C |

*C: Compulsory; O: Option.

Level 5 (Year 2)

In Year 2 you study compulsory modules (Management and Leadership, Event Planning and Development, Consumer Behaviour, Strategic Marketing Planning, Integrated Marketing Communications and Research Methods and Project Management). You complete a total of 6 modules accumulating to 120 credits.

| Code | Level | Semester | Title | Credits | Status of Module* |
|--------|-------|----------|---|---------|-------------------|
| 2BMB01 | 5 | 1 | Management and Leadership | 20 | C |
| 2BMM01 | 5 | 1 | Strategic Marketing Planning | 20 | C |
| 2BMM02 | 5 | 1 | Consumer Behaviour | 20 | C |
| | | 1 | Study Abroad | 60 | O |
| 2BMB03 | 5 | 2 | Research Methods and Project Management | 20 | C |
| 2BMM03 | 5 | 2 | Integrated Marketing Communications | 20 | C |
| 2BMT03 | 5 | 2 | Event Planning and Development | 20 | C |
| | | 2 | Study Abroad | 60 | O |

*C: Compulsory; O: Option.

Level 6 (Year 3)

At level 6 you undertake 40 credits worth of research. You will complete a total of either 5 modules, if you choose to undertake the 40 credit dissertation, or 6 modules if you choose to undertake one of the alternative research routes which consists of two 20 credit research modules (as opposed to the 40 credit dissertation) - amounting to 120 credits in total.

| Code | Level | Semester | Title | Credits | Status of Module* |
|--------|-------|----------|--|---------|-------------------|
| 3BMT10 | 6 | 1+2 | Dissertation | 40 | C ¹ |
| 3BMB16 | 6 | 1+2 | Business Creation Project | 40 | C ¹ |
| 3BMT11 | 6 | 1 | Developing a Business Research Project | 20 | C ¹ |
| 3BMT13 | 6 | 1 | Developing an Organisation Based Project | 20 | C ¹ |
| 3BMM01 | 6 | 1 | Digital Marketing and Communications | 20 | CA |
| 3BMT03 | 6 | 1 | Event Impact, Legacies and Regeneration | 20 | CA |
| 3BMT12 | 6 | 2 | Business Research Project | 20 | C ¹ |
| 3BMT14 | 6 | 2 | Organisation Based Project | 20 | C ¹ |
| 3BMT04 | 6 | 2 | Managing Events | 20 | CA |
| 3BMM02 | 6 | 2 | International Marketing | 20 | C |

***C**: Compulsory; **O**: Option; **CA**: Compulsory for Award.

Continuing Professional Development

You are strongly encouraged to undertake Professional Development alongside your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events (which includes undertaking a 20 day work related activity during year 2) which will help you to progress through the course and into the job market, and provide the work based skills employers require. Many of the University's graduate attributes will be further enhanced through this.

Study Abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester abroad or year as part of your studies during your second year.

Learning, teaching and assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported in the use of guided learning strategies developing you towards autonomous, well-judged use of collaborative and independent learning strategies which you will require for your degree level studies. Throughout the programme you will be introduced to a range of different teaching and learning strategies.

¹Students must take 40 credits from either: a) Dissertation or; b) Developing a Business Research Project *and* Business Research Project or; c) Developing an Organisational Based Project *and* Organisational Based Project or d) Business Creation Project

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You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, exams and tests, and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Business.

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in year 1 developing towards autonomous, well-judged use of collaborative and independent learning strategies in years 2 and 3.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example in year one you will undertake simulation based learning (Ventures in Entrepreneurship) in which we use a computer based simulation to develop your business skills through developing your awareness of market forces and the decision making process you may require as a manager. In addition, you will develop an understanding of the events industry. At year 2 (for example) there will be evidence of practice based learning (Event Planning and Development) in which you will be expected to engage in practical based activities while also developing skills in managing projects (Research Methods and Project Management). Finally at year 3 (for example) you will demonstrate your skills through practice and enquiry based learning giving you the opportunity to develop creative and innovative solutions to problems through Managing Events and Digital Marketing Communications.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, exams and tests, and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Events Management.

Progression and graduation requirements

The University's [general regulations for undergraduate awards](#) apply to this programme.

Any modules that must be passed for progression or award are indicated in [the Programme Structure section](#).

Students who achieve the standard requirements for an honours degree who do not achieve the compulsory for award modules will be awarded the degree of BA (Hons) Business Administration.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission Statement](#) [see page two]
- University Strategic Plan 2016-20
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (school)
- Module handbooks (school)

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