



## Course Information Form

This Course Information Form provides the definitive record of the designated course

### General Course Information

Course Title	Marketing with Events Management (With Professional Practice Year) (With Foundation Year)
Qualification	BSc. Hons
FHEQ Level	6
Intermediate Qualification(s)	
Awarding Institution	University of Bedfordshire
Location of Delivery	On Campus
Mode(s) of Study and Duration	Full-Time over 3 years With Professional Practice Year over 4 years With Foundation Year over 4 years
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	Chartered Institute of Marketing
UCAS Course Code	N500 and N820
External Benchmarking	<p>Marketing does not enjoy a subject-specific benchmark statement, but is aligned to the general business and management statement of UK Quality Code for Higher Education. Further details are available by accessing QAA subject benchmarks statements: business and management (2015) the link below:</p> <p>QAA subject benchmarks statements: business and management (2015) available at: <a href="http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf">www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf</a></p> <p>Subject Benchmark Statements: Hospitality, Leisure, Sport and Tourism, 2016, available on: <a href="http://www.qaa.ac.uk/en/Publications/Documents/SBS-Events-Hospitality-Leisure-Sport-Tourism-16.pdf">http://www.qaa.ac.uk/en/Publications/Documents/SBS-Events-Hospitality-Leisure-Sport-Tourism-16.pdf</a></p> <p>FHEQ Descriptor for a higher education qualification (level 6) available at: <a href="http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf">http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf</a></p> <p><i>Subject to successful mapping to CIM benchmarks TBC:</i></p> <p><i>The course has also been mapped by the Chartered Institute of Marketing (CIM) and has an accredited status; students are entitled to access their Graduate Gateway. As a graduate you qualify for exemptions from CIM</i></p>

	<i>courses at certificate and diploma levels.</i>
Entry Month(s)	September, February Students starting in February will be taught through the summer (Semester three), allowing them to progress to the 2 <sup>nd</sup> year in September.

### Why study this course

BSc Marketing with Events Management course is an academic course grounded firmly in business practice. In your first year you study alongside other business students working on practical business problems and are introduced to the foundation level of Marketing and Events Management. At higher levels your study becomes more focused, especially on employment related transferable skills. The course aims to enable you to develop the necessary skills for, and knowledge, practice and understanding of both marketing and the events industry. You will become a self-directed, self-regulated reflexive learner, using an awareness of opportunities for careers or further study in the events industry.

At the conclusion of this course you will be a career-ready pre-professional, ready to start work as a marketing practitioner in the events industry

You will have acquired not just knowledge and understanding of contemporary marketing practice, such as interactive marketing management, digital communications strategy and marketing in a global context, but also the planning and operations of events including the critical skills necessary to keep learning in the changing professional environment.

### Educational Aims

Marketing is a dynamic subject that is central to all our lives in the 21st Century embracing varying aspects of psychology, consumer behaviour, management, innovation, sociology and popular culture. Combining the knowledge and developments of marketing with events management provides a particular industry focus with good employment opportunities across a range of roles in both marketing and events management e.g. Strategic Events Designer, Trade Show Manager, Events Marketing Communication Managers, Social Media Events Managers, Sporting Events Manager.

Your course aims to provide numerous opportunities for you to engage with real marketing and events projects and real practitioners, therefore encouraging you to make the links between your studies and practice. To do this, you will be equipped with a range of skills to apply to contemporary cases that challenge your creativity, knowledge accumulation and intelligence.

You will experience our innovative approach to learning from acquiring foundation business knowledge, operations and skills, creatively applying those skills to solve marketing problems and developing employability and professional skills which prepare you for the work place.

### Course Structure

The Units which make up the course (including the Professional Practice Year as applicable) are:

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Unit Code	Level	Credits	Unit Name	Core or option
TBC	4	30	Business Practice Explored	Core
MAR001-1	4	15	Principles of Marketing	Core
TBC	4	15	Business of Event Management	Core

TBC	4	30	Using Data to Build Business Practice	Core
TAL023-1	4	15	Events Planning and Operations	Core
TBC	4	15	Consumer Behaviour	Core
TBC	5	30	Strategy and Innovation	Core
TBC	5	15	Risk and Crisis Management for Events	Core
TBC	5	15	Interactive Marketing Management	Core
MAR021-2	5	30	Marketing Communications in the Digital Age	Core
MAR016-2	5	15	Brand Management	Core
TBC	5	15	Tourism and Events	Core
TBC		0	Professional Practice Year	Optional
MAR021-3	6	30	Events Planning in Practice	Core
TBC	6	15	Preparation for the Specialist Research Project	Core
TBC	6	15	Continuing Professional Development	Core
TBC	6	30	Specialist Research Project	Core
MAR014-3	6	15	Marketing in a Global Context	Core
TBC	6	15	Marketing Ethics and CSR	Core

### Course-Specific Regulations

No restrictive or specific regulations exist. However, the marketing units offered on this course have been mapped and accredited by the Chartered Institute of Marketing (CIM) which provides you with an option to further your professional qualifications in marketing with the CIM.

### Entry requirements

Standard UCAS entry requirement of 96-120 points apply to this course. We consider you an individual and take into account all elements of your application, not just your qualifications. We are looking for both breadth and depth in your current studies as well as enthusiasm for the subject you wish to study. The following links provide current information on admissions and how to apply:

<http://www.beds.ac.uk/howtoapply/admissions>

<http://www.beds.ac.uk/howtoapply/admissions/making-your-application>

### If you are an International Student

Undergraduate applications (BA) can be made direct to the University or via our representatives in your home country

**You can also find current information at:**

<http://www.beds.ac.uk/international/international-applications/international-entry-requirements>

or by emailing our International Admissions department at:

[International-admissions@beds.ac.uk](mailto:International-admissions@beds.ac.uk)

### **Additional Course Costs**

Over the three year programme there will be several field trips within the country and overseas. Such activities are optional; however, participation will incur additional costs.

### **Graduate Impact Statements**

The course has been designed to develop graduates who are able to

- Apply knowledge in practice to complete marketing audits leading to implementation plans.
- Employ creativity within a fast-changing marketing and a globally digital context, using ideas and techniques at the forefront of marketing and events management theory and practice.
- Independently and collaboratively operate within a variety of organisational settings to strategically coordinate and tactically deliver a wide range of business, leisure and tourism events
- Offer the ethically principled leadership needed to responsibly support and enhance people's lives both inside and outside of the events management industry.

### **Course Learning Outcomes**

On graduating with an honours degree in Marketing with Events Management you will be able to:

LO1: Demonstrate a wide understanding of the concepts and characteristics of marketing and events management, the detailed relationships between these and their application and importance in an integrated framework.

LO2: Consistently demonstrate a command of marketing and events management skills including application of knowledge, as well as a proficiency in intellectual skills.

LO3: Critically investigate a situation collecting and evaluating information, sourcing and analysing data in order to assess options and make recommendations.

LO4: Develop and apply your own perspective to your course, managing problem situations, and to demonstrate critical evaluation to propose alternative solutions.

LO5: Demonstrate a clear sense of 'a personal, career-related brand' based on learner-owned self-development planning which is stimulated by practice-orientation and employability.

LO6: Critically interpret and relate vocationally relevant philosophies, principles and practices associated with events planning, operations and strategy.

The following course learning outcome is for courses with a Professional Practice Year route:

- Demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice.

## **PSRB details**

The course has been mapped and accredited by the Chartered Institute of Marketing (CIM). The CIM is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. University of Bedfordshire has joined forces with CIM to give students the opportunity to gain professional qualifications through CIM Graduate Gateway:

As an undergraduate, you are entitled to access CIM qualifications within three years of graduation through the Graduate Gateway on condition that you pass with a 2:2 qualification or more.

Upon graduation, you qualify for exemptions on at least one CIM course as follows;

- Exemption from Level 4 Marketing to obtain a Certificate in Professional Marketing
- Exemption from Level 6 Strategic Marketing to obtain a Diploma in Professional Marketing

CIM qualifications are highly sought after by employers, and map alongside our own degrees which ensures we are equipping you with the best opportunities for a successful marketing career.

## **Learning and Teaching**

The learning and teaching you will experience expresses the Business School's commitment to practice-based education. In the first year, you will experience frontal lectures, seminars and workshops that will give you the opportunity to learn in a high qualified environment, where teachers are experts in their subject area. In the following year, you will creatively participate in the class by proposing and shaping the contents that are delivered. Teaching is based on a constant dialogue between students and teachers providing up-to-date appraisals of how you are progressing along the learning process, challenging you, dispensing commendation where subject mastery is evident and encouragement in areas you will need to improve. Fieldwork, external visits, group work and presentations by guest speakers will enable you to apply your theoretical knowledge by focusing more on developing your practical skills. Further, you will solve concrete business problems, analyse real world case study and work on field projects.

This course will use various learning approaches, most importantly, the blended learning approach combining face-to-face interactions with online collaborative activities. The balance between classroom activities and digitally enabled activities provides flexibility and would enable you to develop self-directed learning skills and digital literacies. Outside the classroom, you are expected to actively engage in guided and independent learning according to the summary of learning hours indicated for each unit on the course.

In addition, you will be helped in your studies by a mentoring scheme called PAL – Peer Assisted Learning – in which students from years above you will provide some guidance in study techniques. Volunteering to be a PAL leader yourself is a good way of embedding your skills into your everyday practice of marketing communications.

As you progress through the course, you will master the skill to reflect on your own learning experience in order to equip you for life-long learning and embark on your working career as a career-ready professional.

## **Assessment**

The assessment strategy supports the course's focus on being an independent learner and employability.

Your subject knowledge and key skills such as team work, communication, information literacy, research and evaluation, creativity and critical thinking are tested throughout the course using various relevant assessments to meet the learning outcomes as well as your different learning styles. The key subject themes increase in intensity as you progress to the next level and then to the final year, allowing you to build on previous knowledge. The assessments are therefore designed to support you to work both in a team and independently. The assessments reflect incremental learning as well as focus on being a confident independent learner by providing more group work opportunities at the start of your course to build your team skills and engagement, and progress to more individual and guided assessments to challenge you academically and professionally. The variations of assessments you will engage with ensures that you accumulate all the skills necessary to interact efficiently within the world of marketing and events management.

For all assessments, you will have an assignment brief which clearly sets out requirements and the criteria for grading your work; this develops your understanding of the assessment standards and what is needed to do well at a task.

You will receive feedback on all your assessments to enable you to improve your learning. It is important that you use this feedback accordingly to maximise your performance on future assignments and to buttress your learning.

## Assessment Map

Code	Unit Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
-1	Business Practice Explored						CW-RW							CW-PORT		
-1	Using Data to Build Business Practice						CW-Data							WR-I		
-1	Business of Events Management							PR-Oral							WR-I	
-1	Events Planning and Operations						PR-Oral WR-I								CW-Port	
-1	Consumer Behaviour								CW-ePort						Ex-OT	
-1	Principles of Marketing														CW-Port	
-2	Strategy and Innovation									WR-I				WR-I		
-2	Risk and Crisis Management in Events Management					WR-Gr									CW-CS	
-2	Tourism and Events								CW-Post						CW-CS	
-2	Interactive Marketing Management							WR-I							Ex-CS	
-2	Brand Management							WR-I							WR-I	
-2	Marketing Communications in the Digital Age							CW							CW-Port	
-3	Preparation for the Specialist Project							EX-PT							WR-I	
-3	Continuing Professional Practice							CW-Port						CW-RW		
-3	Specialist Research Project						WR-I									PJ-Diss
-3	Events Planning in Practice								PR-OT						WR-I	
-3	Marketing in a Global Context								CW-LR						WR-I	

-3	Marketing Ethics and CSR					CW- Ess						PR- Oral/R E			
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## Developing your employability

The course aims to develop your employability by involving you in the application of concepts in industry-related scenarios and practice-based experiences. In this way, you will develop and apply the skills necessary to work in the events industry. The distinctiveness of the course is reflected in the practice-based employability initiatives of the Business School, such as the practice weeks: you will be trained on attributes and behaviours that employers wish to see in their graduate recruits such as confidence, negotiation, time management, team work and planning. Each year of study makes use of practice-based learning (e.g. case studies drawn from industry and real life briefs put together by events practitioners) and you will develop specific skills and capabilities related to events management. You will also experience inputs by ex-alumni, managers, through visits and guest lectures, enabling you to create your own professional expertise for future job opportunities.

For courses with a Professional Practice Year route, students who register for the degree with professional practice year will additionally attend a series of workshops and activities related to securing a suitable placement and compulsory briefings at the end of year 2 to ensure that all legal requirements for health and safety, safeguarding etc. training have been met,. This will be explained more fully in your professional practice handbook once you have registered with the Careers and Employability Service's Student Development and Awards Team in your first year. If you will be working with children and/or vulnerable people you will be required to have a DBS check and undertake Safeguarding and Prevent training.

### After Graduation

On completing this course you are likely to progress into employment in role such as:

Strategic Events Designer  
MICE Coordinator  
Trade Show Manager  
Events Marketing Communication Managers  
Social Media Events Managers  
PR for Events  
Risk Manager  
Risk Assessor for Events  
Sporting Events Manager

### Additional Information

Students starting in February will be taught through the summer (semester three) allowing them to progress to the 2<sup>nd</sup> year in September.

Peer Assisted Learning (PAL) will be timetabled in Year one. The PAL scheme at University of Bedfordshire is based upon 2<sup>nd</sup>/3<sup>rd</sup> year students (PAL Leaders) working in pairs or trios, to facilitate friendly, weekly PAL sessions with first year students. PAL is intended to help new first year students:

- Adjust quickly to university life
- Make friends and connections
- Create an informal learning community for student scholars
- Acquire a clear view of course direction and expectations
- Improve your study skills/adjust their study habits to meet the requirements of higher education
- Enhance your understanding of the subject matter of your course through collaborative group discussion
- Prepare better for assessed work and exams

### Student Support during the course

We adopt a business-style approach to supporting your academic development and want you to be a strong independent learner, taking responsibility for your own success within the world of marketing.

To help you do that the Business Systems & Operations department will provide a wide range of support which you can call on to help with academic issues and with personal challenges which can affect any of us at certain times in our lives.

The following links provide access to the University of Bedfordshire's student support services:

<http://www.beds.ac.uk/studentlife/student-services>  
<http://www.beds.ac.uk/studentlife/student-services/academic>

and for international support <http://www.beds.ac.uk/studentlife/international2>

In addition, a range of services are available to you as a student on this course in addition to information in your course handbook:

**Library Services** (<http://lrweb.beds.ac.uk>) and the **Student Information Desk** (<http://www.beds.ac.uk/studentlife/student-support/sid>) will usually be your first point of reference and two of the places you will visit most often. For an overview of those services, including **Health and Well Being** as well as **Career Services** please visit: <http://www.beds.ac.uk/studentlife/student-support>.

A **Personal Academic Tutor (PAT)** will be allocated to you. Your PAT will be your coach during your studies. You will receive help in learning and in becoming more self-aware.

**BREO**: Bedfordshire Resources for Education Online (BREO) includes the University's virtual learning environment (Blackboard) and a range of other technologies. Through BREO you will have access to a range of materials and resources to help and support you in each of the units you study and it is important that you access BREO regularly to find out about any changes.

**Professional Academic Development (PAD)**: It is not unusual to need some extra advice and guidance on developing your academic skills. The University has a specialist support area- Professional Academic Development (PAD) who can help and support you in a range of areas including:

- The quality of your written assignments
- Your understanding of mathematical or statistical concepts
- Your organisational skills and how you approach studying
- Your time management and prioritising
- The strategies you use when reading
- Your language skills
- Aspects of your IT skills
- How you prepare for exams

There is no cost for PAD's services. If you feel that you would benefit from some additional help with your studies then do contact them. You can visit their web site at <http://lrweb.beds.ac.uk/pad> to find out the dates of workshops on a range of topics or to book one-to-one appointments. You will also find a Professional Academic Development link on your home page within BREO which provides access to a range of additional on-line resources.

Course-specific support includes the following:

Your **Course Coordinator** will be there to advise you on:

- Specific information regarding your Course, particular Units, options, regulations, etc.
- Accuracy of your results
- Obligations regarding re-assessment and repeats
- Materials including the Course Handbook, and Induction information.

You will have an **induction** during your first week where all relevant information regarding this course will be presented and you will have an opportunity to meet your Course Coordinator, and a number of your tutors.

**English Language Support** through the Language Centre with daily drop in service and free language classes.

## Course Equality Impact Assessment

Question	Y/N	Anticipatory adjustments/actions
Is the promotion of the course open and inclusive in terms of language, images and location?	Y	
Are there any aspects of the curriculum that might present difficulties for disabled students? For example, skills and practical tests, use of equipment, use of e-learning, placements, field trips etc.	Y	If you will be undertaking a Professional Practice experience and have particular requirements related to disability, learning difficulties or other protected characteristics, you are invited to complete a needs assessment form prior to undertaking your search for an appropriate Professional Practice. This will enable you and the university can work with employers to reduce barriers wherever possible.
Are there any elements of the content of the course that might have an adverse impact on any of the other groups with protected characteristics <sup>1</sup> ?	N	If so then indicate the anticipatory adjustments and arrangements here
If the admission process involves interviews, performances or portfolios how have you demonstrated fairness and avoid practices that could lead to unlawful discrimination?	N/A	
Have you framed the course learning outcomes and Graduate Impact Statements in a non-discriminatory way?	Y	
Does the course handbook make appropriate reference to the support of disabled students?	Y	

Administrative Information – Faculty completion	
Faculty	Business School
Portfolio	Undergraduate Marketing
Department/School	International Business, Marketing & Tourism (IBMT)
Course Coordinator	
Semester pattern of operation	October (Trimester 1), February (Trimester 2), June (Trimester 3)
PSRB renewal date (where recognised)	TBC
Version number	01/2018
Approved by (c.f. Quality Handbook ch.2)	Periodic Review Panel
Date of approval (dd/mm/yyyy)	16/11/2017
Implementation start-date of this	September 2018

<sup>1</sup> Age, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion and belief, Sex, Sexual orientation

<b>version (plus any identified end-date)</b>	
<b>Study model type if not on-campus</b>	

	<b>Name</b>	<b>Date</b>
<b>Form completed by</b>	Dr. Rosemary Burnley	February 2018
<b>Signature of Chair of Faculty TQSC</b>		

<b>Course Updates</b> – ensure that the revised CIF is given a new version number each time a change is made		
<b>Date</b>	<b>Nature of Update</b>	<b>FTQSC Minute Ref:</b>
February 2018	CIF updated to latest template as part of periodic review	

<b>Administrative Information – Academic Registry completion</b>	
<b>Route code (post approval)</b>	
<b>JACS / HECoS code (KIS)</b>	
<b>SLC code (post approval)</b>	
<b>Qualification aim (based on HESA coding framework)</b>	

## Annexes to the Course Information Form

*These annexes will be used as part of the approval and review process and **peer academics** are the target audience.*

### General course information

<b>Course Title</b>	<i>Marketing with Events Management</i>
<b>Qualification</b>	<i>BSc. (Hons)</i>
<b>Route Code (SITS)</b>	BSMEMAAF+BSMEFAAF+BSMEPAAF
<b>Faculty</b>	<i>Business School</i>
<b>Department/School</b>	<i>International Business, Marketing &amp; Tourism (IBMT)</i>
<b>Version Number</b>	<i>1/18</i>

## Annex A: Course mapping of unit learning outcomes to course learning outcomes

Unit code	Business Practice Explored	Using Data to Build Business	Consumer Behaviour	Principles of Marketing	Introduction to Events Management	Events Planning and	Strategy and Innovation	Risk and Crisis Management	Interactive Marketing Management	Marketing Communications in the	Brand Management	Tourism and Events	Events Planning in Practice	Preparation for the Specialist	Developing Employability Skills: The Future You	Specialist Research Project	Marketing in a Global Context	Marketing Ethics and CSR
<b>Level</b>	4	4	4	4	4	4	5	5	5	5	5	5	6	6	6	6	6	6
<b>Credits</b>	30	30	15	15	15	15	30	15	15	30	15	15	30	15	15	30	15	15
<b>Core or option</b>	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core	Core
<b>Course Learning Outcome (number)</b>	<i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>																	
1	LO1		LO1	LO1	LO1	LO1				LO1								LO1
2		LO1		LO2		LO2	LO1											
3	LO2		LO2		LO2			LO1	LO1		LO1						LO1	
4		LO2					LO2		LO2			LO1	LO1	LO1	LO1,LO2		LO2	LO2
5																		
6								LO2		LO2	LO2	LO2	LO2	LO2		LO1, LO2		

## Annex B: Named exit or target intermediate qualifications

This annex should be used when Schools wish to offer intermediate qualifications which sit under the main course qualification as named exit or target awards, rather than unnamed exit/default awards.

### Section 1: General course information

<b>Intermediate Qualification(s) and titles</b>	<p>Specify the intermediate qualifications which are named exit or target qualifications (award types) AND what the qualification titles will be, as stated in the course information section of the associated CIF</p> <p>It is not necessary for the intermediate qualifications to have the same titles as the overall award, but the title must reflect the units taken to achieve it.</p>
<b>Mode(s) of Study and Duration</b>	<p>Indicate whether each intermediate qualification will be offered full time, part time or both, and the standard amount of time a student will take to complete each target qualification.</p>
<b>Type of Intermediate Qualification(s)</b>	<p>State whether the intermediate qualifications are named exit and/or target awards.</p> <p>Students register for target awards at the commencement of their study. Named exit awards provide an opportunity to gain a named qualification when a student fails to complete the main qualification for which they were registered or because they do not achieve the requirements of their original main qualification.</p>
<b>Route Code(s) (SITS) of Intermediate Qualification(s)</b>	

### Section 2: Qualification unit diet

One table to be used for each intermediate qualification

<b>Confirmation of unit diet for:</b>	<i>Insert intermediate qualification and title</i>	
The units to achieve the credits required may be taken from any on the overall diet for the main course qualification		<input type="checkbox"/>
A combination of units from a restricted list must be taken to achieve the credits required (specify the list below)		<input type="checkbox"/>
A specific set of units must be taken to achieve the credits required (specify units below)		<input type="checkbox"/>

List of units (if applicable):-



## Annex C: Course mapping to FHEQ level descriptor, subject benchmark(s) and professional body or other external reference points

One set of mapping tables to be produced for the course and each named intermediate qualification

Course (or intermediate) qualification and title										
FHEQ Descriptor for a higher education qualification	(Level 6, Marketing)	Course Learning Outcome(s)								
		1	2	3	4	5	6	7	8	9
A systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline.	X				X	X				
An ability to deploy accurately established techniques of analysis and enquiry within a discipline.			X	X		X				
Conceptual understanding that enables the student: - to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.		X	X				X			
An appreciation of the uncertainty, ambiguity and limits of knowledge				X	X	X				
The ability to manage their own learning and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).				X	X	X				
Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.		X	X				X			
Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.			X	X		X				
Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.		X	X				X			
The qualities and transferable skills necessary for employment requiring: - the exercise of initiative and personal responsibility	X	X				X				

- decision-making in complex and unpredictable contexts - the learning ability needed to undertake appropriate further training of a professional or equivalent nature.									
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<b>Subject Benchmark Statement(s)</b>	<b>QAA subject benchmarks statements: business and management (2015)</b>	<b>Evidence and/or Course Learning Outcome(s)</b> <i>How the course takes account of relevant subject benchmark statements</i>
3.1 There is an expectation that degree programmes covered by this Subject Benchmark Statement should provide a broad, analytical and highly integrated study of business and management.		Learning outcomes 1, 2,3,4,5,6
3.2 Graduates should be able to demonstrate relevant knowledge and understanding of organisations, the business environment in which they operate and their management. Programmes emphasise understanding, responding and shaping the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including the management of risk.		Learning outcomes 1, 2, 3 and 6.
3.3 The interrelationships among and the integration between these areas are very important within the overall student learning experience, and should be demonstrated in the capabilities of successful graduates from all modes of delivery.		Learning outcomes 1, 5 and 6.
3.4 Organisations: this encompasses the internal aspects, functions and processes of organisations including their diverse nature, purposes, structures, size/scale, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between different organisations and their influence upon the external environment.		Learning outcomes 1, 3, 4, 5 and 6.
3.5 The business environment: this encompasses the fast pace of change within a wide range of factors, including economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological, together with their effects at local, national and global levels upon the strategy, behaviour, management and sustainability of organisations.		Learning outcomes 2, 3 and 4.
3.6 Management: this encompasses the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks, tasks and roles of management, including the management of people and corporate social responsibility, together with rational analysis and other processes of decision making within different organisations.		Learning outcomes 1, 2, 5 and 6.
3.8 Business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates.		Learning outcomes 5 and 6.
3.9 Graduates should be able to demonstrate a range of cognitive and intellectual skills together with competencies specific to business and management. Graduates should also be able to demonstrate relevant personal and interpersonal skills. These include both subject-specific and generic skills.		Learning outcomes 1,2,3,4 5 and 6.

<b>Subject Benchmark Statement(s)</b> <a href="http://www.qaa.ac.uk/en/Publications/Documents/SBS-Events-Hospitality-Leisure-Sport-and-Tourism-consultation-16.pdf">http://www.qaa.ac.uk/en/Publications/Documents/SBS-Events-Hospitality-Leisure-Sport-and-Tourism-consultation-16.pdf</a>	<b>Evidence and/or Course Learning Outcome(s)</b> <i>How the course takes account of relevant subject benchmark statements</i>
<p>6.2 An honours graduate in Events is able to critically analyse and evaluate the concepts and defining characteristics of Events as an area of academic and applied study, including being able to: i explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives ii display an insight into the structure of events providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events iii analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of events iv demonstrate a critical awareness and understanding of how core values, for example, ethics, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events.</p>	<p>LO1, LO4, LO5</p>
<p>6.3 An honours graduate is able to demonstrate a range of professional events planning and management knowledge and skills, including being able to: i demonstrate a critical awareness and understanding of appropriate domains including administration, design, operations, marketing and risk, and how they apply to the phases of events, such as initiation, planning, staging of the event and closure and legacy ii operate and effectively manage resources, including human (paid or volunteer), financial, venue, and subcontracted and technical resources and the development of return on investment models iii display critical knowledge, understanding and application of risk management and the legal, ethical and regulatory frameworks that affect events management including health and safety considerations and crowd management iv plan, project manage, produce, stage, analyse and evaluate events, including the procurement of support service provision, the application of new technologies and logistics v design creative events, including the programming of spectacle, exhibition, ritual, and performance vi engage with, contribute to, and produce events based on an acquisition and understanding of appropriate vocabularies, skills, working methods and professional business communications.</p>	<p>LO2, LO3, LO6</p>
<p>6.4 An honours graduate is able to recognise and value the centrality of the attendee and/or client and meet and respond to their needs and expectations, including being able to: i analyse the nature, characteristics, needs and expectations of different consumers through applying consumer behaviour theories and concepts and socio-cultural theories ii generate creative ideas/concepts, proposals, pitches and solutions to offer experiences that meet differing needs 16 iii analyse and evaluate the quality of the events experience and its impact on the events consumer and/or client and the wider organisation and the practices of co-production and co-creation iv evaluate the importance of</p>	<p>LO3, LO4, LO5</p>

cultural and other diversities in developing access to, and participation in, events by specific target groups v demonstrate an understanding of the ways in which attendees behave at events and within the venue and surrounding destination, in particular crowd management.	
6.5 An honours graduate is able to use, and understand the impact of, rationales, sources and assumptions embedded in policy, planning and delivery mechanisms in an events context, including being able to: i evaluate the legacy and impacts of events in social, economic, environmental, political, cultural, technological and other terms ii appreciate the complexities of future scenario planning and the ability to forecast and envisage the future for events through the impact of technological, social, environmental, political and economic changes iii appreciate the ethical and sustainability issues associated with the financial support, operation and development of events iv write and critique events plans and portfolios, events strategies and to recognise and meet the needs of specific stakeholders v critically reflect upon the role of those organisations and structures charged with a responsibility for the promotion of, or the training of, practitioners in events vi demonstrate a critical awareness and appreciation of existing and emerging standards, policies, initiatives, frameworks and contemporary issues.	LO4, LO1, LO6

*The format of the following mapping tables may be adjusted.*

<b>Qualification Characteristic</b>	<i>(insert title and year where appropriate)</i>	<b>Evidence</b> <i>How the course takes account of relevant qualification characteristics documents</i>

<b>Professional body or other external reference points</b>	<i>(insert title and year)</i>	<b>Evidence</b> <i>How the course takes account of Professional body or other external reference points</i>
<b>CIM Level 4 learning outcomes</b>		
The Marketing Concept: Understand the role and function of marketing		Principles of Marketing (LO1)
The Marketing Concept: Understand what influences customer behaviour		Consumer Behaviour(LO1)
Analysis and Insight: Identify factors and trends in the marketing environment and how they affect marketing planning		Brand Management (LO1, LO2)
Analysis and Insight: Identify options for gathering relevant market information		Consumer Behaviour(LO2);
Marketing Mix: Know the elements of the marketing mix		Principles of Marketing (LO2)

<b>CIM Level 6 learning outcomes</b>	
Analysis and Insight: Understand how to analyse an organisation's current and future external environment	Marketing in a Global Context (LO1)
Analysis and Insight: Understand how to analyse an organisation's current and future internal environment	Marketing in a Global Context (LO1)
Planning: Analyse relevant information to recommend and inform strategic decision making	Specialist Research Project (LO1,LO2); Marketing Ethics and CSR(LO1,LO2); Marketing Communications in the Digital Age(LO1);
Implementation and Control: Manage resources to deliver the strategic marketing plan	Marketing in a Global Context(LO2); Marketing Communications in the Digital Age(LO2); Interactive and Marketing Management(LO1)
Implementation and Control: Monitor, measure and adapt the marketing plan for continuous improvement	Interactive and Marketing Management(LO2)

## Annex D: Diet Template

<b>Course Title:</b>	<b>BSc. Marketing with Events Management</b>		
<b>Route Code:</b>		<b>Mode: Full Time</b>	
<b>Length of course:</b>	<b>3 Years.</b>	<b>4 years (PPY)</b>	

Please note a separate diet sheet is needed for each location of delivery (i.e. Luton, Bedford, partner location), each start date (i.e. October, February), each course length (i.e. 12 month, 15 month) & each attendance mode (i.e. Full Time).

### Location of delivery (please tick):

Luton AA	X	
Bedford AB		
Milton Keynes AD		
Other (please state)		

### Delivery pattern - please highlight all applicable start months, if other please state):

<u>Semesterised</u>	<b>SEPT</b>	<b>FEB</b>	<b>JUN</b>				
<u>PG Block delivery (intake months ONLY)</u>	BLK1 OCT	BLK2 NOV	BLK3 FEB	BLK4 APR	BLK5 JUN	BLK6 AUG	
<u>Yearlong delivery</u>	OCT (TY)	FEB (FY)					
<u>Other (outside of agreed patterns)<sup>2</sup></u>							

<sup>2</sup> Where you are proposing a teaching pattern outside of the University agreed patterns, you should provide a mapping document for the course against the University standard patterns of assessment points, exam boards, terms dates and breaks

A list of valid available period codes can be found on the intranet at <https://in.beds.ac.uk/registry/student-records/srs-training-and-development/sits>. Please refer to this when completing the diet sheet below. If your diets differ year to year e.g. SET A, SET B, please indicate clearly the academic year and set applicable.

If your diet includes units which have not yet been assigned codes, please ensure this is clear by using NEW in the unit code column, followed by the correct prefix to be used e.g. ASS. Student Records will then assign a new unit code. Please note that a change in the credit value of an existing unit will require a new unit code to be created.

**Course title: BSc Marketing with Event Management (with PPY)**

ROUTE CODE: tbc

MODE: F/T

Location: Luton

Start: \_\_\_\_\_ October \_\_\_\_\_

**Units for Year 1 for Academic Year 18/19**

Unit Code	Unit Name	Unit Location	Core/ Option	Period of study	Credits
<b>October start</b>					
Tbc BSS	Business Practice Explored	Luton	C	Sem 1	30
tbc	Principles of Marketing	Luton	C	Sem 1	15
Tbc	Business of Event Management	Luton	C	Sem 1	15
Tbc BSS	Using Data to Build Business Practice	Luton	C	Sem 2	30
tbc	Consumer Behaviour	Luton	C	Sem 2	15
Tbc	Event Planning and Operations	Luton	C	Sem 2	15

**Units for Year 2 for Academic Year 19/20**(Level 4 Oct and Feb starts come together)

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
MAR021-2	Marketing Communications in the Digital Age	Luton	C	Sem 1	30
tbc	Interactive Marketing Management	Luton	C	Sem 1	15
Tbc	Risk and Crisis Management for Events	Luton	C	Sem 1	15
Tbc BSS	Strategy and Innovation	Luton	C	Sem 2	30
Tbc	Tourism and Events	Luton	C	Sem 2	15
MAR016-2	Brand Management	Luton	C	Sem 2	15

**Units for for Academic Year ...20/21 (Professional Practice Year where appropriate)**

Unit Code	Unit Name	Unit Location	Core/ Option*	Period of study	Credits
	Professional Practice Year	Luton	C	TY	0

**Units for Year 3 for Academic Year 20/21 or Year 4 for Academic Year 21/22**

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
tbc	Event Planning in Practice	Luton	C	Sem 1	30
Tbc bespoke	Preparation for the Specialist Research Project	Luton	C	Sem 1	15
Tbc BSS	Continuing Professional Development	Luton	C	Sem 1	15
Tbc	Specialist Research Project	Luton	C	Sem 2	30

bespoke					
MAR014-3	Marketing in a Global Context	Luton	C	Sem 2	15
tbc	Marketing Ethics and CSR	Luton	C	Sem 2	15

**Course title: BSc Marketing with Event Management (with PPY)**

**ROUTE CODE:** tbc

**MODE:** F/T

**Location:** Luton

**Start:** \_\_\_\_\_ February \_\_\_\_\_

**Units for Year 1 for Academic Year 18/19**

Unit Code	Unit Name	Unit Location	Core/ Option	Period of study	Credits
<b>February start</b>					
Tbc BSS	Using Data to Build Business Practice	Luton	C	Sem 2	30
tbc	Consumer Behaviour	Luton	C	Sem 2	15
Tbc	Event Planning and Operations	Luton	C	Sem 2	15
Tbc BSS	Business Practice Explored	Luton	C	Sem 3	30
tbc	Principles of Marketing	Luton	C	Sem 3	15
Tbc	Business of Event Management	Luton	C	Sem 3	15

**Units for Year 2 for Academic Year 19/20**(Level 4 Oct and Feb starts come together)

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
MAR021-2	Marketing Communications in the Digital Age	Luton	C	Sem 1	30
tbc	Interactive Marketing Management	Luton	C	Sem 1	15
Tbc	Risk and Crisis Management for Events	Luton	C	Sem 1	15
Tbc BSS	Strategy and Innovation	Luton	C	Sem 2	30
Tbc	Tourism and Events	Luton	C	Sem 2	15
MAR016-2	Brand Management	Luton	C	Sem 2	15

**Units for Year 3 for Academic Year ...20/21..... (Professional Practice Year where appropriate)**

Unit Code	Unit Name	Unit Location	Core/	Period of study	Credits

			Option*		
	Professional Practice Year	Luton	C	TY	0

**Units for Year 3 for Academic Year 20/21 or Year 4 for Academic Year 21/22**

Unit Code	Unit Name	Unit Location	Core/ Option	Period of Study	Credits
tbc	Event Planning in Practice	Luton	C	Sem 1	30
Tbc bespoke	Preparation for the Specialist Research Project	Luton	C	Sem 1	15
Tbc BSS	Continuing Professional Development	Luton	C	Sem 1	15
Tbc bespoke	Specialist Research Project	Luton	C	Sem 2	30
MAR014-3	Marketing in a Global Context	Luton	C	Sem 2	15
tbc	Marketing Ethics and CSR	Luton	C	Sem 2	15

Please add additional years on a separate page in the same format

\*If your diet includes optional units, please ensure the appropriate rules are noted on the diet.

Please contact Student Records at [studentrecords@beds.ac.uk](mailto:studentrecords@beds.ac.uk) with any queries.