

## DEFINITIVE COURSE RECORD

|   |  |
|---|--|
| Course Title  | <b>BA (Hons) Event and Marketing Management (with Study Abroad)</b>  |
| Awarding Bodies   | <b>University of Suffolk</b>   |
| Level of Award <sup>1</sup>                               | <b>FHEQ Level 6</b>  |
| Professional, Statutory and Regulatory Bodies Recognition | <b>None</b>  |
| Credit Structure <sup>2</sup>                             | <b>360 Credits<br/>Level 4: 120 Credits<br/>Level 5: 120 Credits plus 120 study abroad credits*<br/>Level 6: 120 Credits</b><br><br><b>* For an award 'with study abroad', 120 study abroad credits are required.</b>  |
| Mode of Attendance  | <b>Full-time</b>   |
| Standard Length of Course <sup>3</sup>                    | <b>4 years full-time</b>   |
| Intended Award  | <b>BA (Hons) Event and Marketing Management (with Study Abroad)</b>  |
| Named Exit Awards   | <b>CertHE Event, Tourism and Marketing Management<br/>DipHE Event and Marketing Management</b>   |
| Entry Requirements <sup>4</sup>                           | <b>96 UCAS Points (or the equivalent)</b><br><br><b>Level 4 (C and above) passes in GCSE English and Maths (or the equivalent)</b><br><br><b>To continue to the sandwich year placement you must secure 240 credits from Levels 4 and 5, including an average of more than 50% in Level 4 modules.</b> |
| Delivering Institution(s)                                 | <b>University of Suffolk</b>   |
| UCAS Code   | <b>N821</b>  |

This definitive record sets out the essential features and characteristics of the BA (Hons) Event and Marketing Management (with Study Abroad) Course. The information provided is accurate for students entering level 4 in the 2022-23 academic year<sup>5</sup>.

<sup>1</sup> For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

<sup>2</sup> All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

<sup>3</sup> Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Undergraduate Awards](#).

<sup>4</sup> Details of standard entry requirements can be found in the [Admissions Policy](#) and further details about Disclosure and Barring Checks (DBS) can be found on the [University's DBS webpage](#).

<sup>5</sup> The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

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### Course Summary

The Event and Marketing Management programme is designed to give students as wide an experience as possible; the sectors offer so many opportunities for growth and contribution to the economy, and students will gain many skills and competencies to help to ensure employability is enhanced. A combination of theoretical and practical work will prepare students for further study or employment with these two areas being complementary to each other. Established effective partnerships with a range of employers in the sectors ensure that students benefit from having a balance of practical work-based experience to evaluate and analyse in their academic life.

### Course Aims

- To enable students to have a critical understanding of the management and implementation of events and marketing.
- To enable students to gain knowledge in the key areas of event and marketing management, including ethical, sustainability and safety issues.
- To enable students to develop knowledge of appropriate theories, principles and practice of management within the events and marketing sectors.
- To give students the opportunity to apply knowledge in practical situations.
- To enable students to develop essential skills through reflective practice.

### Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Event and Marketing Management course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 4/5/6 awards as set out by the UK Quality Assurance Agency (QAA)<sup>6</sup>.

On successful completion of this programme, students will be able to:

1. Demonstrate a critical understanding of the relationship of the subject of events and marketing in complex and unpredictable contexts, considering issues in the business environment, such as social, political, economic
2. Critically evaluate arguments, assumptions, abstract concepts and data, in order to make judgements, to frame appropriate questions to achieve a solution, or to identify a range of solutions to a problem
3. Demonstrate a thorough understanding of application of events and marketing to practice
4. Effectively apply theory and problem solving in practical events and marketing management situations
5. Engage in focused analysis of specific themes and issues within the events and marketing business environment, including ethical, sustainability and safety issues
6. Conduct in-depth research, analysis and evaluation of events and marketing management subject material and related methodology
7. Demonstrate an ability to manage own learning and manage and critically reflect upon your professional development

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<sup>6</sup> As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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8. Actively participate in events and marketing industry-based projects through being able to work both independently and as a team, to deadlines thereby building on graduate / employability / transferable skills and attributes

### Course Design

The design of this course has been guided by the following QAA Benchmarks / Professional Standards / Competency Frameworks:

- QAA Subject Benchmark Standard for Events, Hospitality, Leisure, Sport and Tourism (published in 2019)

### Course Structure

The BA (Hons) Event and Marketing Management (with Study Abroad) comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

|   | Module  | Credits | Module Type <sup>7</sup> |
|---|---|---------|--------------------------|
| <b>Level 4</b>  |   |         |                          |
|   | Introduction to Event Management                      | 20      | Mandatory                |
|   | Tourism and Event Tourism                             | 20      | Mandatory                |
|   | Delivering Successful Projects                        | 20      | Requisite                |
|   | Introduction to Marketing                             | 20      | Requisite                |
|   | Accounting for Business                               | 20      | Requisite                |
|   | Understanding the Entrepreneurial Spirit              | 20      | Requisite                |
| <b>Level 5</b>  |   |         |                          |
|   | Professional Development, Career Planning in Practice | 20      | Mandatory                |
|   | Designing and Running a Research Project              | 20      | Mandatory                |
|   | Design Principles for Marketers                       | 20      | Requisite                |
|   | Consumer Behaviour and Relationship Management        | 20      | Requisite                |
|   | Festival and Special Event Management                 | 20      | Requisite                |
|   | Business Event Management                             | 20      | Requisite                |
|   | Literature Review                                     | 20      | Optional (recovery)      |
| <b>Level 5 Sandwich Year with Study Abroad (leading to Study Abroad credit)</b> |   |         |                          |
|   | Study abroad modules at host institution              | 80      | Mandatory                |
|   | Study abroad reflective account                       | 40      | Mandatory                |
| <b>Level 6</b>  |   |         |                          |
|   | Extended Project OR The Enterprising Graduate         | 40      | Mandatory                |
|   | Industry Based Engagement Project                     | 20      | Mandatory                |
|   | Managing Brands                                       | 20      | Mandatory                |
|   | Digital Marketing                                     | 20      | Optional                 |

<sup>7</sup> Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Undergraduate Awards](#)

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|  | Heritage and Visitor Attraction Management                      | 20 | Optional  |
|  | Critical and Cultural Concepts and Trends in the Event Industry | 20 | Mandatory |

The Optional Recovery module is only available in the exceptional circumstances where a student must retrieve credits to ensure progression

### Awards

On successful completion of the course, students will be awarded a BA (Hons) Event and Marketing Management (with Study Abroad). Students who leave the course early may be eligible for a DipHE Event and Marketing Management on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE Event, Tourism and Marketing on successful completion of 120 credits, including all mandatory modules at level 4.

### Course Delivery

The course is delivered at Ipswich. Students studying full-time on BA (Hons) Event and Marketing Management are likely to have approximately 228 tutor structured learning hours for level 4, 210 tutor structured learning hours for level 5 and 180 tutor structured learning hours for level 6. Tutor structured learning will be a mix of lecture, seminar and practical activities. Students will also be required to participate in 100 hours of work-based learning opportunity in level 5 and again in level 6. Full-time students will normally be expected to undertake 25-30 hours of independent study in an average week; but should be prepared for this to vary based on assignment deadlines and class exercises.

Students are responsible for finding and agreeing their own study abroad host. The University will provide support with this and will advise and agree suitable placements.

Study abroad course delivery will be dependent on the requirements of the host institution. For a full year of study abroad, students will be expected to engage in 390 hours of independent study and 10 hours of tutorials and online support in order to complete the reflective account.

### Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. All assessment on the course will be coursework including essays, reports, presentations, group work, reflective learning journals and research projects.

### Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

### Course Costs

Students undertaking BA (Hons) Event and Marketing Management (with Study Abroad) will be charged tuition fees as detailed below.

| Student Group              | Tuition Fees  |
|----------------------------|---|
| Full-time UK               | £9,250 per year (excluding sandwich year, for which the fee will be £1,385 for the year)  |
| Part-time UK               | Not applicable  |
| Full-time EU/International | £12,996 per year (excluding sandwich year, for which the fee will be £2,155 for the year) |

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| Part-time EU/International | Not applicable |
|----------------------------|----------------|

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Students may be given the opportunity to participate in voluntary trips or visits and there may be a small charge for some of these. The costs for any trips that constitute a mandatory part of the course will normally be covered by the university.

**Academic Framework and Regulations**

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).