

DEFINITIVE COURSE RECORD

Course Title	BA (Hons) Event and Marketing Management
Awarding Bodies	University of Suffolk
Level of Award ¹	FHEQ Level 6
Professional, Statutory and Regulatory Bodies Recognition	None
Credit Structure ²	360 Credits Level 4: 120 Credits Level 5: 120 Credits Level 6: 120 Credits
Mode of Attendance	Full-time and part-time
Standard Length of Course ³	3 years full-time
Intended Award	BA (Hons) Event and Marketing Management
Named Exit Awards	CertHE Event, Tourism and Marketing Management DipHE Event and Marketing Management
Entry Requirements ⁴	112 UCAS Points (or the equivalent) Level 4 (C and above) passes in GCSE English and Maths (or the equivalent)
Delivering Institution(s)	University of Suffolk
UCAS Code	N821

This definitive record sets out the essential features and characteristics of the BA (Hons) Event and Marketing Management Course. The information provided is accurate for students entering level 4 in the 2021-22 academic year⁵.

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.

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

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

³ 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](#).

⁴ 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](#).

⁵ 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 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)⁶.

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
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)

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

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Course Structure

The BA (Hons) Event and Marketing Management 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 ⁷
Level 4			
	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
Level 5			
	Professional Development, and 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
Level 6			
	Extended Project OR The Enterprising Graduate	40	Mandatory
	Industry Based Engagement Project	20	Mandatory
	Managing Brands	20	Mandatory
	Digital Marketing	20	Optional
	Heritage and Visitor Attraction Management	20	Optional
	Critical and Cultural Concepts and Trends in the Event Industry	20	Mandatory

Awards

On successful completion of the course, students will be awarded a BA (Hons) Event and Marketing Management. 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 216 contact hours for level 4, 195 contact hours for level 5 and 164 contact hours for level 6. The contact hours will be a mix of lecture, seminar and practical activities. Students will also be required to participate in 100

⁷ 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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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.

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 will be charged tuition fees as detailed below.

Student Group	Tuition Fees
Full-time UK	£9,250 per year
Part-time UK	£1,454 per 20 credit module
Full-time EU/International	£12,150 per year
Part-time EU/International	£2,025 per 20 credit module

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](#).