



The University of Southern Queensland

## Course specification

This version produced 20 Dec 2007.

The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.

Please consult the web for updates that may occur during the year.

### Description: Event Management

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
TOU	2010	66748	2, 2007	ONC	1.00	Fraser Coast

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB004
<b>Student contribution band:</b>	2
<b>ASCED code:</b>	080701

### STAFFING

Examiner: Frances Cassidy

Moderator: Narelle Beaumont

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/business/aboutfob.htm>

### RATIONALE

The event industry is a dynamic and ever changing industry that requires proactive, forward thinking people to work within its field. Events, festivals, meetings and conferences are a multi-billion dollar industry world wide which generates thousands of jobs. Associated fields are the leisure, hospitality, tourism and travel industries. The course is relevant to students from many different disciplines and many may find this relevant to their work environment or aspirations.

### SYNOPSIS

The course looks at the history of events and how it all started. The importance of conceptualizing, planning and staging the event are examined together with the operations and logistics required for it to be a financial and community success. Other topics studied are sponsorship and fundraising, ethics and protocol and finally virtual events. This gives you the highlights of what will be covered in this very interesting course which will enable you to meet the practical challenges of this exciting industry.

### OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. examine the nature of the BECA in a number of settings, including emerging local and international destinations (Research Project 1, Research Project 2, Examination)

2. appraise planning and operational techniques relating to events (Research Project 1, Research Project 2, Examination)
3. analyse and evaluate systems and techniques used to organise events in a variety of settings taking into consideration industry standards and ethical issues (Research Project 1, Research Project 2, Examination)
4. demonstrate effective reference and communication skills (including grammar and spelling) in relation to the topics studied (Research Project 1, Research Project 2, Examination)
5. demonstrate effective use of the Internet and various other search techniques for relevant information (Research Project 1, Research Project 2).

## TOPICS

Description	Weighting (%)
1. History, definition and impacts of event tourism	6.00
2. Conceptualising, planning and staging the event	9.00
3. Event project management and logistics	8.00
4. Risk management and legal issues	9.00
5. Sponsorship	9.00
6. Strategic marketing of events	9.00
7. Communication at events	9.00
8. Control and budgets	8.00
9. Ethics and protocol	7.00
10. Human resource management and events	9.00
11. Evaluation, research and reporting	9.00
12. Issues, trends and technology	5.00
13. Virtual events	3.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

TOU2010 study package available from the USQ Bookshop.

Allen, J, O'Toole, W, McDonnell, I & Harris, R 2005, *Festival and special event management*, 3rd edn, John Wiley & Son, Milton, Queensland.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Apostolopoulos, Y, Leivadi, S & Yiannakis, A (eds.) 2001, *The sociology of tourism: theoretical and empirical investigations*, Routledge, London.

Goldblatt, JJ 2005, *Special events: event leadership for a new world*, 4th edn, John Wiley & Sons, Hoboken, New Jersey.

Hoyle, LH 2002, *Event marketing: how to successfully promote events, festivals, conventions and expositions*, John Wiley & Sons, New York.

Hughes, H 2000, *Arts, entertainment and tourism*, Butterworth-Heinemann, Oxford, UK.

Kelly, I & Nankervis, T 2001, *Visitor destinations*, John Wiley & Sons, Milton, Queensland.

Skinner, B & Rukavina, V 2003, *Event sponsorship*, John Wiley & Sons, Milton, Queensland.

Tarlow, P 2002, *Event risk management and safety*, John Wiley & Sons, Milton, Queensland.

Tonge, R 1999, *How to organise special events and festivals in Queensland/prepared by Rob Tonge in partnership with Tourism Queensland*, Gull Publishing, Coolum Beach, Queensland.

Tonge, R 2002, *How to organise special events and festivals: a practical guide for non-profit clubs and associations*, 5th edn, Gull Publishing, Coolum Beach, Queensland.

Tourism Events Australia n.d 'Discussion paper from the Tourism Events Australia Steering Committee to the Minister' (Available: [http://www.tourism.Australia.com/content/business/m/tea/tea\\_strategy\\_finala.pdf](http://www.tourism.Australia.com/content/business/m/tea/tea_strategy_finala.pdf)) [Accessed 12 02 2007]

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	50.00
Directed Study	70.00
Private Study	40.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
RESEARCH PROJECT 1	30.00	30.00	23 Aug 2007
RESEARCH PROJECT 2	30.00	30.00	04 Oct 2007
2 HOUR EXAMINATION	40.00	40.00	END S2 (see note 1)

### NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:

- It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To successfully complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
  - 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
  - 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
  - 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
  - 6 Examination information:  
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
  - 7 Examination period when Deferred/Supplementary examinations will be held:  
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
  - 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

## **ASSESSMENT NOTES**

- 1 Assignments: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting

documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

- 2 Text books: Please note that it is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ Bookshop.
- 3 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 4 Word count in assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

## **OTHER REQUIREMENTS**

- 1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book\*, Study Book/s\*, and Book/s of Selected Readings\*; audio CD (compact disc)\*; and course Website accessible via USQConnect.  
\*part of the study package available from the USQ Bookshop