

MA Events and Experience Management

Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award:

Programme Name: MA Events and Experience Management

Total credit value for programme: 180

Name of Interim Exit Award(s): Postgraduate Diploma in Events and Experience Management; Postgraduate Certificate in Events and Experience Management

Duration of Programme: 1 year full-time or 2 years part-time

UCAS Code(s): N/A

HECoS Code(s): 100083

QAA Benchmark Group: Hospitality, Leisure, Sport and Tourism

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved:

2019

Home Department: Institute for Creative and Cultural Entrepreneurship

Department(s) which will also be involved in teaching part of the programme: Institute of Management Studies, Music

Programme overview

The MA in Events and Experience Management (EEM) is designed to attract UK and international students, including those already working in different areas of the cultural and creative industries and those who aspire to do so. The MA is for you who wish to gain theoretical grounding and develop your knowledge of planning and managing events in different organisations. The programme will leave you ready to pursue a career in the cultural and creative industries, with skills and insight into the event sector that make you confident and capable to do so. Furthermore, the programme aligns with the mission and values of Goldsmiths, in that its distinctive and innovative curricula is set to equip you to not only find employment in an increasingly diverse and dynamic global business environment, but also to lead and create change therein.

The programme is both academic and practice based. By combining theoretical knowledge with practical experience, you will have the opportunity to apply the theory when organising

events, working on case studies or briefs. This will create a well-rounded foundation and you will be ready to either work as events managers within an organisation or put on events as a way of marketing and branding your own company or artistic practice after graduation.

This MA is an 180-credit programme consisting of four 30-credit modules and a 60-credit dissertation. The three main 30-credit modules of the programme are Creativity, Events and Eventfulness; The Events Experience- Theory and Design; and Festival Management:

Creativity, Events and Eventfulness is set to equip you with a broad understanding of events and events management in the 21st Century, including the role of events in strategic city branding and how events are utilised by arts and culture organisations. The module introduces you to the scope and breadth of the event industry, enabling you to get a broad understanding of the wider event landscape where various micro and macro factors affect both the internal and external event environment.

The Events Experience: Theory and Design enables you to explore principles and theories associated with event experience design and management. It combines theoretical perspectives with practical skills and techniques for creating and managing events, in order for you to be able to deliver memorable and integrated experiences. The module, which is set to prepare you for employment positions where you can create and manage events with minimal supervision, is divided into two parts: the first part is centred around events experience management theory while the second part involves a more practical approach as you will be required to respond creatively to a brief and pitch an event idea to practitioners from an arts or events organisation.

Festival Management focuses on planning, organising and marketing festivals. London hosts a broad range of festivals, making it the perfect location to study this topic. You will get the opportunity to test your theoretical knowledge by contributing to key areas of the planning and management of festivals. Guided by experienced lecturers and field practitioners, you will develop your critical understanding of key practical elements of festival and events planning and management. The Festival Management syllabus includes elements such as feasibility studies, license agreements, budget overviews, risk assessments, market research, marketing plans, organisational charts, evaluation strategies, action plans, planning schedules, run sheets, and contingency plans.

The dissertation, a written work of 12,000 words worth 60 credits, on a topic chosen by you will assess your ability to design, develop and write an advanced research project using primary and/or secondary materials appropriate to the topic.

These modules are complemented by an option from a pool of modules covering different areas relevant for events, designed to allow you to tailor the programme to your own particular skills and/or interests. The teaching methodologies used in these modules will be conducive to creative and independent in depth and collaborative learning and will culminate in the production of a final dissertation in which you will explore in detail a topic building on your interests and knowledge. The programme allows and encourages you to engage in work placements while attending the modules. Although the placements are not a

formal part of the programme, some support will be provided building on ICCE's extensive experience of internship management and network of contacts.

This Masters is for you who want to work in events management and/or areas of arts and culture management, and is designed to cater for students from a variety of international and academic/professional backgrounds. Many of ICCE's students come from overseas; this makes peer to peer learning a particularly valuable contribution to the learning environment, as the students provide a personal perspective on events and experience management issues of their respective countries. Goldsmiths' location in London provides a unique experience of living in a multicultural world city, which is of great relevance to the study of events and festivals. ICCE's individual and institutional links with an extensive network of organisations and cultural practitioners in London allow the offering of exceptional research and study resources. ICCE is also a member of ENCATC, the leading European network on Cultural Management and Cultural Policy education.

The aim of the programme is to offer you the opportunity to study and research events management and events experiences in a creative industries context, with an emphasis on arts related events. The programme has a strong practical focus, enabling you to gain theoretical knowledge as well as practical experience. Events and Experience Management is an inter-disciplinary area of study, which means that you are required to engage critically with material from the fields of social sciences, arts and humanities, and business and management. You have the opportunity to build on your own experience and knowledge by reading, discussing, researching and developing coursework on particular areas.

The MA in Events and Experience Management is designed to enable you to:

- Build on your existing experience and/or interests, to develop knowledge and skills within events and experience management
- Develop a critical understanding of the events industry and the complexities involved in planning and managing memorable events
- Develop an in-depth understanding of the key theoretical approaches to events and apply them to critically examine current issues in events
- Utilise creative skills in events and experience management
- Develop practical knowledge and skills that can be applied in a work context

After completion of the programme, you will have become knowledgeable and critical of theory and practice in the areas of events and experience management, and an independent learner apt to operate in multicultural contexts.

Programme entry requirements

Applicants should have (or expect to be awarded) an undergraduate degree of at least 2:1 level (or equivalent) in a relevant/related subject. Consideration may also be given to students without an academic background in a relevant subject area, if you have professional experience in this area or are able to demonstrate their ability and commitment to the pursuit of a programme of rigorous academic study. Non-native speakers of English will need to meet our English language requirements to study with us. For this programme

we require: IELTS 6.5 (with a minimum of 6.5 in the written test and no individual test lower than 6.0) If you need assistance with your English language, we offer a range of courses that can help prepare you for postgraduate-level study.

Programme learning outcomes

Knowledge and understanding

Students who exit the programme at the **Postgraduate Certificate** stage will be able to demonstrate a professional knowledge and skills base as outlined in the following learning outcomes.

| Code | Learning outcome | Taught by the following module(s) |
|------|---|--|
| A1 | Demonstrate an understanding of a range of practices, policies and structures involved in events | Creativity, Events and Eventfulness Festival Management |
| A2 | Demonstrate an understanding of the role of stakeholders and their practices, as well as systems framing events and festivals | Creativity, Events and Eventfulness Festival Management |
| A3 | Demonstrate an understanding the role events play in strategic placemaking | Creativity, Events and Eventfulness |

Cognitive and thinking skills

| Code | Learning outcome | Taught by the following module(s) |
|------|---|--|
| B1 | Identify and evaluate different governmental policies, regulations and agendas for events within a range of cultural and geographical locations | Creativity, Events and Eventfulness |
| B2 | Understand and identify risks and develop risk management strategies | Festival Management |
| B3 | Explain and evaluate data that can be collected in event settings | Creativity, Events and Eventfulness Festival Management |

Subject specific skills and professional behaviours and attitudes

| Code | Learning outcome | Taught by the following module(s) |
|------|--|--|
| C1 | Have a professional knowledge of the work of the event manager as a strategic planner | Creativity, Events and Eventfulness |
| C2 | Critically evaluate the ethical, societal, economic and environmental impacts of events and festivals | Creativity, Events and Eventfulness Festival Management |
| C3 | Develop an understanding of key regulations, policies and good practice in the planning and management of events and festivals | Festival Management |

Transferable skills (Elements)

| Code | Learning outcome | Taught by the following module(s) |
|------|---|-------------------------------------|
| D1 | Identify and analyse theoretical and practice-based approaches that apply to strategic event planning | Creativity, Events and Eventfulness |
| D2 | Synthesise the strategies involved not only in the design of events and festivals, but the creative use of marketing, branding, and sponsorship to connect closely with customers | Festival Management |
| D3 | Conduct research methodically to find an answer that is complete, accurate and authoritative using a range of different source materials | Creativity, Events and Eventfulness |

In addition to the learning outcomes above, students who exit the programme at the **Postgraduate Diploma** stage will be able to demonstrate a fully developed professional knowledge and skills base as outlined in the following learning outcomes:

Knowledge and understanding

| Code | Learning outcome | Taught by the following module(s) |
|------|--|---|
| A1 | Understand different markets, market segments and visitors social-cultural values | Tourism options Museum options Management options |
| A2 | Understand theories relating to the event experience, and being able to apply these when planning events | The Event Experience: Theory and Design |
| A3 | Recognise and critically discuss the events sector and its relationship to and place within the cultural and creative industries | The Event Experience: Theory and Design |

Cognitive and thinking skills

| Code | Learning outcome | Taught by the following module(s) |
|------|------------------|-----------------------------------|
|------|------------------|-----------------------------------|

| | | |
|----|--|--|
| B1 | Be able to analyse markets, risk and appropriate routes to market for a creative idea | Entrepreneurship options Tourism option |
| B2 | Understand explicitly how theories can be adapted to both the analysis and development of individual research or innovation projects | All option modules |
| B3 | Apply strategic thinking and creative ideas to an event plan | The Event Experience: Theory and Design |

Subject specific skills and professional behaviours and attitudes

| Code | Learning outcome | Taught by the following module(s) |
|------|--|---|
| C1 | Apply theoretical and practical knowledge to deliver a proposal and pitch to arts and events professionals | The Event Experience: Theory and Design |
| C2 | Demonstrate originality and creativity in formulating, evaluating and applying evidence-based solutions and arguments | All option modules; |
| C3 | Understand and analyse event visitors behaviour both as individuals and in groups, and take this into consideration when planning events | The Event Experience: Theory and Design |

Transferable skills

| Code | Learning outcome | Taught by the following module(s) |
|------|---|--|
| D1 | Understand and use key concepts, terms, methods and a range of strategies of business modelling | Entrepreneurship options; Management options; |
| D2 | Be able to summarise and present arguments and to defend them in critical discussion | All option modules; |
| D3 | Work effectively as part of a team and take an entrepreneurial approach to problem solving | The Event Experience |

In addition to the learning outcomes above, students who successfully complete the **MA Degree** in Events and Experience Management programme will be able to:

Knowledge and understanding

| Code | Learning outcome | Taught by the following module(s) |
|------|------------------|-----------------------------------|
| A1 | AS ABOVE | AS ABOVE |

Cognitive and thinking skills

| Code | Learning outcome | Taught by the following module(s) |
|-------------|---|--|
| B1 | Utilise conceptual knowledge and critical reasoning skills in complex problem solving | Dissertation |
| B2 | Deploy a range of intellectual skills and linguistic tools to produce academic work of an appropriate level | Dissertation |
| B3 | Synthesise different perspectives on Event and Experience Management in order to capture differing schools of thought | Dissertation |
| B4 | Demonstrate a knowledge of the dissertation level scholarly practices at Masters Level | Dissertation |

Subject specific skills and professional behaviours and attitudes

| Code | Learning outcome | Taught by the following module(s) |
|-------------|-------------------------|--|
| C1 | AS ABOVE | AS ABOVE |

Transferable skills

| Code | Learning outcome | Taught by the following module(s) |
|-------------|--|--|
| D1 | Demonstrate at Masters Level, a range of transferable skills such as initiative, personal responsibility, decision making and independent learning | Dissertation |

Mode of study

Programme structure

Duration of Programme of Study

Full Time: One calendar year Part Time: Two calendar years

Part-time students must normally pass all assessments taken in Year One before proceeding to Year Two. The minimum number of credits to be able to progress to the second year is 60 Credits.

In order to obtain a **full MA** the students must pass all elements of the programme (180 credits). However, there are alternative intermediate exit awards.

Students who successfully complete the **Postgraduate Certificate in Events and Experience Management** (60 CATS, at least 30 of which must be from core modules) will have demonstrated a *developing* competence in the areas below.

Students who successfully complete the **Postgraduate Diploma in Events and Experience Management** (120 CATS, at least 60 of which must be from core modules) will have demonstrated a *developed* competence in the areas below.

Grading criteria

| Mark | Descriptor | Specific Marking Criteria |
|---------|---------------------------------------|---|
| 80-100% | Distinction (Outstanding/Exceptional) | A mark of 80% or higher is awarded when a candidate satisfies the requirements for a Distinction, but to an outstanding degree. Such work may be of publishable quality, and will be a significant contribution to debate within the field. |
| 70-79% | Distinction | A mark of 70-79% (Distinction) is awarded when the candidate demonstrates the very effective application of appropriate knowledge, understanding and skills specified in the learning outcomes of the course. The outstanding work will show evidence of extensive relevant reading and an impressive grasp of current major issues in the field. This knowledge will have been reviewed critically with insight and independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning, with clear |

| | | |
|--------|-------------------------------|--|
| | | awareness of issues of methodology and evidence, and be particularly clear, well-focused and cogent. |
| 60-69% | Merit | A mark of 60-69% (Merit) is awarded when candidates demonstrate the effective application of appropriate knowledge, understanding and skills specified in the course learning outcomes. The candidate will show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. They will demonstrate an ability to relate this reading to their topic, and will clearly have understood and assimilated the relevant literature. |
| 50-59% | Pass | A mark of 50- 59% (Pass) is awarded when the candidate demonstrates the satisfactory application of appropriate knowledge, understandings and skills specified in the learning outcomes of the course. There is clear evidence of knowledge and understanding, but limited development of ideas, critical comment or methodology. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field. |
| 30-49% | Fail | A mark of 30-49% indicates that a candidate has demonstrated an unsatisfactory application of appropriate knowledge, understanding and skills specified for the module or course. |
| 10-29% | Bad fail | A mark of 10-29% is awarded when the assessed work demonstrates a significant overall failure to achieve the learning outcomes, and where there is no evidence of recognition of the question or of how it might be responded to. |
| 1-9% | Very bad fail | A submission that does not even attempt to address the specified learning outcomes. |
| 0% | Non submission or plagiarised | A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarized assessment. |

Programme structure

The programme consists of the following compulsory modules:

- Creativity, Events and Eventfulness (30 credits)
- The Event Experience: Theory and Design (30 credits)
- Festival Management (30 credits)
- Optional module (30 credits)

- Dissertation (60 credits)

Students are required to take 30 credits worth of option modules, which can be taken from those on offer (depending on availability each year) from the departments of ICCE, MCCS and Music.

Options are as follows:

- Creative Social Media (30 credits): ICCE
- Music Management (30 credits): Music
- Project Management (30 credits) MCCS
- Cultural and Creative Tourism (30 credits) ICCE
- Museums and Galleries as Cultural Entrepreneurs (30 credits) ICCE
- Entrepreneurial Modelling (30 credits) ICCE
- International Cultural Relations in Practice (30 credits) ICCE

Full-time mode

| Module Title | Module Code | Credits | Level | Module Status | Term |
|---|-------------|---------|-------|---------------|----------|
| Creativity, Events and Eventfulness | IC71147B | 30 | 7 | Compulsory | 1 |
| The Event Experience: Theory and Design | IC71145A | 30 | 7 | Compulsory | 1 & 2 |
| Festival Management | IC71146B | 30 | 7 | Compulsory | 2 |
| Dissertation | IC71148A | 60 | 7 | Compulsory | 2 & 3 |
| Optional Modules | Various | 30 | 7 | Optional | 1, 2 & 3 |

Part-time mode

Part-time students take the programme over two calendar years. In order to complete their first year, part-time students need to successfully complete all compulsory modules with a total of 60 credits. Students will take the remaining module credits in the second year, and complete their Dissertation at the end of that academic year.

| Module Title | Module Code | Credits | Level | Module Status | Term | Year |
|---|-------------|---------|-------|---------------|----------|------|
| Creativity, Events and Eventfulness | IC71147B | 30 | 7 | Compulsory | 1 | 1 |
| The Event Experience: Theory and Design | IC71145A | 30 | 7 | Compulsory | 1 & 2 | 2 |
| Festival Management | IC71146B | 30 | 7 | Compulsory | 2 | 1 |
| Dissertation | IC71148A | 60 | 7 | Compulsory | 2 & 3 | 2 |
| Optional Modules | Various | 30 | 7 | Optional | 1, 2 & 3 | 2 |

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or online. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study, and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars, so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the programme so that adjustments to learning and teaching are able to be implemented at a programme level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Centre for Academic Language and Literacies](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Placement opportunities

Not applicable.

Employability and potential career opportunities

On the programme you will develop your skills in critical thinking, teamwork and project design and implementation. These are transferable skills that are desirable across the public and private sectors. You will also, through our close links with events professionals and organisations, get the opportunity to widen your contact net and improve your networking skills.

In addition, practical elements are incorporated into some of the modules, which means that you gain valuable industry experience as part of the curriculum. For example: students will take part in workshops led by industry practitioners, pitch event ideas as part of the assessment programme, and receive practical learning opportunities through study visits and/or field work.

Programme-specific requirements

Applicants should have (or expect to be awarded) an undergraduate degree of at least 2:1 level (or equivalent) in a relevant/related subject. Consideration may also be given to candidates without an academic background in a relevant subject area, if you have professional experience in this area or are able to demonstrate your ability and commitment to the pursuit of a programme of rigorous academic study. Non-native speakers of English will need to meet our English language requirements to study with us. For this programme we require: IELTS 6.5 (with a minimum of 6.5 in the written test and no individual test lower than 6.0) If you need assistance with your English language, we offer a range of courses that can help prepare you for postgraduate-level study.

Tuition fee costs

In addition to your tuition fees, you will be responsible for meeting standard costs associated with your study. Find out more information at gold.ac.uk/programme-costs.

Specific programme costs

Not applicable.