BMA236
FESTIVALS AND EVENTS MANAGEMENT
12.50 Credit points

Semester 2, 2019
Unit Outline

Unit Coordinator
Maria Massey
CONTACT DETAILS

Unit coordinator

Unit coordinator: Maria Massey
Campus: Sandy Bay
Email: Maria.Massey@utas.edu.au
Room: Room 341, Geography Building
Consultation hours: By appointment via email
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT IS THE UNIT ABOUT?</td>
<td>2</td>
</tr>
<tr>
<td>Unit Description</td>
<td>2</td>
</tr>
<tr>
<td>Intended Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>Graduate Quality Statement</td>
<td>3</td>
</tr>
<tr>
<td>Alterations to the unit as a result of student feedback</td>
<td>3</td>
</tr>
<tr>
<td>Prior Knowledge &amp;/or Skills</td>
<td>3</td>
</tr>
<tr>
<td>HOW WILL I BE ASSESSED?</td>
<td>4</td>
</tr>
<tr>
<td>Assessment Schedule</td>
<td>4</td>
</tr>
<tr>
<td>Assessment Details</td>
<td>4</td>
</tr>
<tr>
<td>How your final result is determined</td>
<td>9</td>
</tr>
<tr>
<td>Submission of Assignments</td>
<td>10</td>
</tr>
<tr>
<td>Academic Referencing</td>
<td>11</td>
</tr>
<tr>
<td>Academic Misconduct</td>
<td>13</td>
</tr>
<tr>
<td>Student Behaviour</td>
<td>14</td>
</tr>
<tr>
<td>WHAT LEARNING OPPORTUNITIES ARE THERE?</td>
<td>15</td>
</tr>
<tr>
<td>MyLO</td>
<td>15</td>
</tr>
<tr>
<td>Resources</td>
<td>15</td>
</tr>
<tr>
<td>Activities</td>
<td>16</td>
</tr>
<tr>
<td>Communication</td>
<td>18</td>
</tr>
<tr>
<td>Concerns and Complaints</td>
<td>19</td>
</tr>
<tr>
<td>Further Information and Assistance</td>
<td>19</td>
</tr>
<tr>
<td>Unit Schedule</td>
<td>20</td>
</tr>
<tr>
<td>ACCREDITATION</td>
<td>26</td>
</tr>
<tr>
<td>AACSB Accreditation</td>
<td>26</td>
</tr>
</tbody>
</table>

UNIVERSITY of TASMANIA

Page 1

BMA236 Festivals and Events Management

Generated by Akari
WHAT IS THE UNIT ABOUT?

Unit description

Festivals and events play a major role in our society by uniting people and stimulating visitation to tourism destinations. The skills needed to manage successful events are wide reaching, as they involve: consideration of the broader environment within which special events and festivals are located; marketing and coordination skills; and understanding of the events’ relationships with the destination and the broader tourism industry; and consideration of the events’ direct and indirect economic, social and cultural impacts.

This unit aims to equip students with both knowledge about events management and how events relate to industries including, but not limited to, tourism and leisure. The unit will include local, national and global dimensions of the events sector, and help students comprehend the scale and impact of events and the organisations that manage them.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Understand the range, nature and process for hosting festivals, events, meetings and conventions.
2. Be able to evaluate how events relate to tourism and leisure industries.
3. Evaluate the economic, social and environmental impacts of events, both beneficial and detrimental.
4. Compile a bid for hosting an event.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

N/A

Prior knowledge &/or skills

N/A
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Task 1: Individual report</td>
<td>Week 7</td>
<td>20</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Assessment Task 2: Individual reflection</td>
<td>Week 9</td>
<td>15</td>
<td>LO1, LO3</td>
</tr>
<tr>
<td>Assessment Task 3: Group presentation</td>
<td>Week 12</td>
<td>20</td>
<td>LO1, LO2, LO3, LO4</td>
</tr>
<tr>
<td>Assessment Task 4: Group report</td>
<td>Week 13</td>
<td>30</td>
<td>LO1, LO2, LO3, LO4</td>
</tr>
<tr>
<td>Assessment Task 5: Workshop participation</td>
<td>Weeks 2, 6, 9</td>
<td>15</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Individual Report

Task description

“Existing Event Report”

Students are to choose a current local event, attracting over 250 people (including tourists), from one of the following categories:

- Festival
- Cultural event
- Sporting event

Students are required to create an overview report for this existing event and answer 14 specific questions. Instructions will be discussed in class and are available on MyLO (Assessment). This task will enable you to have a deeper understanding of the industry, the specific contextual nature of an Australian event and begin to consider the broader impacts of local events.

To be submitted via the “Individual Report” Dropbox on MyLO.

Criterion Number | Criterion Description | Measures ILO:

UNIVERSITY of TASMANIA
Reflective Piece “Personal Skills for Event Industry Success”

Delivering a successful event requires management of many diverse inputs, the largest of which is dealing with other people. Developing core competencies of specific personal skills are the cornerstone that professional event organisers consistently mention as important attributes for a successful career in the event industry.

These core personal competencies are recognised as:
1. Problem solving skills
2. Conflict management skills
3. Positive communication skills (listening, paraphrasing, clarifying)
4. Time management skills
5. Ability to be proactive and self-motivated

Students are required to choose THREE (3) of these five (5) skills and undertake the following:
1. Introduce the key theoretical elements of how to use the skill successfully.
2. Briefly discuss your interpretation of why the personal skill relates to festival and event industry success.
3. Reflect on your own level of personal skill in this area and propose two (2) changes you could make to improve your efficacy or develop your skills.
This task has been designed to enable you to have a deeper understanding of the personal skills required to work in the events industry.

To be submitted via the "Individual Reflection" Dropbox on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use of appropriate theory to define the three personal skills</td>
<td>LO1, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Ability to articulate linkages between the chosen skills and their relevance to the event industry</td>
<td>LO1, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Ability to reflect on personal skills and create strategies for personal improvement</td>
<td>LO1, LO3</td>
</tr>
<tr>
<td>4</td>
<td>Write using academic language and structure</td>
<td>LO1, LO3</td>
</tr>
<tr>
<td>5</td>
<td>Adhere to referencing conventions and acknowledge sources</td>
<td>LO1, LO3</td>
</tr>
</tbody>
</table>

**Task Length**

1000 words

**Due by date**

6.00pm Saturday, Week 9

**Value**

15 marks

**Assessment Task 3: Group Presentation**

This task seeks to encourage your creativity in the conceptualisation and design of a new event. Additionally, it aims to help develop your ability to transform your vision into a reality through a collaborative group process pitching for an exciting new event.

Students will work in groups of four to five (depending on class size) to produce a hypothetical bid that conceptualises and details an event concept for Tasmania. Groups will be formed by the teaching staff during Workshop #2 and are not subject to change.

The group bid will develop and present on how they will bring their event ‘to life’, through the major stages involved in planning a new event. Instructions will be discussed in class and are available on MyLO (Assessment), including a suggested 8-part structure for developing an event concept. This incorporates conceptualisation, possible history, marketing, budgeting, social media planning, event partners and staff, reporting and governance considerations.
The group presentation will be presented in class during the last workshop using supporting visuals (Power Point or other). The time limit to pitch the concept in a presentation is between 13 - 15 minutes. A penalty of 1 mark will be applied for every minute over or under the time limit.

To be submitted via the “Group Presentation” Dropbox on MyLO. No amendments to the slides of your presentation are permitted after the submission.

Please note that NO extensions will be granted for this assessment task.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clearly articulated mission, aims, objectives and concepts for proposed event</td>
<td>LO1, LO2, LO3, LO4</td>
</tr>
<tr>
<td>2</td>
<td>Well researched and logical scope, format and feasibility</td>
<td>LO4</td>
</tr>
<tr>
<td>3</td>
<td>Professionally presented – visually and orally</td>
<td>LO4</td>
</tr>
</tbody>
</table>

**Task Length**

15-minute presentation

**Due by date**

9.00am Tuesday, Week 12

**Value**

20 marks

---

**Assessment Task 4: Group Report**

**Task description**

Group Report on “Event Summary & Project Plan”

Following on from the Group Presentation (Assessment Task 3), each group will submit their presentation in written format with evidence of the extra detail required to ensure a comprehensive bid document. Out of total 30 marks, 15 marks will be assigned as a group mark and 15 marks will be assigned to your individual contributions. Student’s individual mark is made up of a peer review by their group members and evidence of the student’s involvement in preparation of the report.

To be submitted via the “Group Report” Dropbox on MyLO. Please note that NO extensions will be granted for this assessment task.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
</table>

---
Assessment Task 5: Workshop Participation

Task description
Workshop Participation & Journal Article Review
This cumulative task has two main components - preparation for and participation in the workshops. It is designed to assist students with their understanding of festival and event theory and be able to recognise its relevance to contemporary practice in this sector, by facilitating active student engagement with the theoretical readings and workshop discussion.

1. Participation
This is about the quality of your contribution to workshop discussion. While it is not expected that every student will contribute to each and every question discussion (or be able to), your willingness to raise your 'hand', combined with the previous quality of your past comments, will be taken into consideration when determining the nature and value of your contributions.

The following criteria will be used to assess your performance:
- 0 – 40%: irregular or no contribution to discussions.
- 41% - 70%: a consistent effort to contribute with an attempt to apply theory to practice and an ability to demonstrate emerging understanding of industry issues and challenges
- 71% - 100%: a very consistent contribution with the ability to apply theory to practice and a demonstrated understanding of industry issues and challenges.

2. Journal Articles Review (JAR)
As part of your workshop preparation and a cumulative mark, you will be required to complete a Journal Article Review (JAR) for one (1) of the compulsory readings for each week in Weeks 1 to 8 inclusive. Readings for each week are available on MyLO (Learning Hub).

<table>
<thead>
<tr>
<th>JAR</th>
<th>Content</th>
<th>Articles reviewed (1 from each week)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Week 1</td>
<td>1 article</td>
<td>23 July</td>
</tr>
<tr>
<td>2</td>
<td>Weeks 2, 3, 4 &amp; 5</td>
<td>4 articles</td>
<td>20 August</td>
</tr>
<tr>
<td>3</td>
<td>Weeks 6, 7 &amp; 8</td>
<td>3 articles</td>
<td>17 September</td>
</tr>
</tbody>
</table>

Each JAR summary should answer the following two questions:
1. What are the key ideas presented in the article?
2. What are the implications of the research for the festival and event sector?

These JAR summaries will be reviewed by your peers in each of the first three workshops.

To be submitted via the “JAR” Dropbox on MyLO under the relevant week. Your JAR should be uploaded on MyLO by 9.00am before the workshop begins. Please bring a copy of your JAR to the workshop for a peer review in class.

Please note that NO extensions will be granted for this assessment task.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Participates in workshops (commentary on journal articles and sharing of ideas and experiences)</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Preparation for workshop and completing the JAR (Reading of journal article, listening to lectures and completing the journal article review summary)</td>
<td>LO1, LO2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task Length</th>
<th>300 words per article</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due by date</td>
<td>9.00am Tuesday, Weeks 2, 6 &amp; 9</td>
</tr>
<tr>
<td>Value</td>
<td>15 marks</td>
</tr>
</tbody>
</table>

How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.
Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor's name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Requests for extensions**

Late Assessment and Extension Policy

In this Policy:

(a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
(b) ‘late’ means after the due date and time; and
(c) ‘assessment items’ includes all internal non-examination based forms of assessment
This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have discretion to waive a late penalty.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature,
works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics' Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.
Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

   a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

   b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
Student Behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required Readings


Other required readings are provided on MyLO (Learning Hub) in the weekly content.

Recommended Readings


Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.
Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Details of teaching arrangements

This unit is taught in blended mode over 13 weeks. There are 9 online modules that will be released on MyLO on Mondays, plus there are 4 face-to-face workshops in Weeks 2, 6, 9 and 12.

The workshop schedule is available via Student Timetable and can be subject to change.

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Week</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop 1</td>
<td>Week 2</td>
<td>Tuesday 23 July</td>
<td>9.00am-2.00pm</td>
<td>Room 460 Hytten Hall</td>
</tr>
<tr>
<td>Workshop 2</td>
<td>Week 6</td>
<td>Tuesday 20 August</td>
<td>9.00am-2.00pm</td>
<td>Room 460 Hytten Hall</td>
</tr>
<tr>
<td>Workshop 3</td>
<td>Week 9</td>
<td>Tuesday 17 September</td>
<td>9.00am-2.00pm</td>
<td>Room 460 Hytten Hall</td>
</tr>
<tr>
<td>Workshop 4</td>
<td>Week 12</td>
<td>Tuesday 8 October</td>
<td>9.00am-2.00pm</td>
<td>Room 460 Hytten Hall</td>
</tr>
</tbody>
</table>

On a weekly basis, students are expected to:

1. read the compulsory readings and other learning materials available on MyLO, Learning Hub;

2. prior to the workshop attendance complete the relevant assessment tasks: JAR (AT5) for workshops 1, 2 & 3; and group presentation (AT3) for workshop 4;

3. actively participate in workshops by engaging in the discussions and providing a peer review feedback;
4. undertake continuous research on your chosen events for assessment tasks: individual report about an existing Australian event (AT1), skills set required for event management (AT2), group bid for new creative event in Tasmania (AT3 &4).

**Specific attendance/performance requirements**

Attendance at the workshops is compulsory and is evaluated.

In this unit, your active engagement will be monitored in the following way:

1. Engagement on MyLO
2. Attendance and participation at workshops

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled, or you may be withdrawn from the unit.

**Teaching and learning strategies**

The University is committed to a high standard of professional conduct in all activities and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

You are expected to participate actively and positively in the teaching/learning environment. You must strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

These are some of the expectations we have of you as a student enrolled in this unit:

In order to achieve the learning outcomes this unit has been designed around a thirteen (13) week study schedule commencing the week of Monday, 15 July. The University’s MyLO (My Learning Online) system will be used as the central platform for posting and accessing resources and learning material. The assessment of the learning outcomes will take place via five pieces of assessment: individual report, individual reflection, group presentation, group report, and workshop participation.

**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](https://www.theuniversity.com/wellbeing) and policy.
Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. Please note that teaching staff will not monitor the Discussion forum.

If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.
Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness, which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, Safety Net Grant Scheme (TUU) and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/MODULE/FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/READINGS/FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week</td>
<td>Date Beginning</td>
<td>Topic/Module/Focus Area</td>
<td>Activities</td>
<td>Resources/Readings/Further Information</td>
</tr>
<tr>
<td>------</td>
<td>----------------</td>
<td>-------------------------</td>
<td>----------------------------------------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
</tbody>
</table>
| 3    | 29 July        | The Value of Creativity and Cultural Capital | 2. Review one of the required reading articles (JAR in AT5)  
2. Research and preparation for Individual Report (AT1) | Required reading:  
Work on assignments:  
1. Review one of the required reading articles (JAR in AT5)  
2. Research and preparation for Individual Report (AT1) |
| 4    | 5 August       | Project Management & Developing Event Concepts | Required reading:  
1. Textbook – Chapter 32. Textbook – Chapter 4  
Work on assignments:  
1. Review one of the required reading articles (JAR in AT5)  
2. Research and preparation for Individual Report (AT1) |
| 5    | 12 August      | Marketing & Social Media | Required reading:  
1. Textbook – Chapter 5  
2. Hudson, S, Roth, SM, Madden, TJ & Hudson, R 2015, ‘The Effects of Social |
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>19 August</td>
<td>Preparation for Group Event Bid (e.g. innovation, event scoping, event design, skills audit, media releases)</td>
<td>Media on Emotions, Brand Relationship Quality, and Word of Mouth: An Empirical Study of Music Festival Attendees', 'Tourism Management, vol. 47, pp. 68-76</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Work on assignments:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Review one of the required reading articles (JAR in AT5)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Research and preparation for Individual Report (AT1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Required reading:</strong></td>
<td>Workshop #2:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Work on assignments:</strong></td>
<td>JAR 2:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Attend and participate in the workshop (AT5)</td>
<td>Due 20 August</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Review one of the required reading articles (JAR in AT5)</td>
<td>9.00am</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Research and preparation for Individual Report (AT1)</td>
<td>Tuesday</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Value: 15 marks (cumulative for three workshops)</td>
</tr>
<tr>
<td>7</td>
<td>26 August</td>
<td>Stakeholder Relationships and Sponsorship</td>
<td><strong>Required reading:</strong></td>
<td>Individual Report:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Textbook – Chapter 6</td>
<td>Due 31 August</td>
</tr>
<tr>
<td>WEEK</td>
<td>DATE BEGINNING</td>
<td>TOPIC/ MODULE/ FOCUS AREA</td>
<td>ACTIVITIES</td>
<td>RESOURCES/ READINGS/ FURTHER INFORMATION</td>
</tr>
<tr>
<td>------</td>
<td>----------------</td>
<td>---------------------------</td>
<td>------------</td>
<td>-----------------------------------------</td>
</tr>
</tbody>
</table>
**Work on assignments:**  
1. Submit Individual Report (AT1)  
2. Review one of the required reading articles (JAR in AT5) | 6.00pm Saturday  
Value: 20 marks |
| 9    | 16 September   | Sustainability            | **Required reading:**  
1. Textbook – Chapter 7  
2. Textbook – Chapter 9  
3. Textbook – Chapter 10  
4. Textbook – Chapter 11  
**Work on assignments:**  
1. Review one of the required reading articles (JAR in AT5)  
2. Research and preparation for Individual Reflection (AT2) | Workshop #3:  
17 September  
9am-2pm  
Tuesday  
JAR 3:  
Due 17 September  
9.00am  
Tuesday  
Value: 15 marks (cumulative for |
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Work on assignments:</td>
<td>three workshops)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Attend and participate in the workshop (AT5)</td>
<td>Individual Reflection: Due 21 September 6.00pm Saturday Value: 15 marks</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Submit Individual Reflection (AT2)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3. Review one of the required reading articles (JAR in AT5)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>23 September</td>
<td>Risk Management, OHS and the Regulatory Environment</td>
<td>Required reading:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Textbook – Chapter 8</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Textbook – Chapter 13</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3. Textbook – Chapter 17</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Work on assignments:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Research and preparation for Group Presentation and Report (AT3 &amp; 4)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>30 September</td>
<td>Project Monitoring, Completion and Review</td>
<td>Required reading:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Textbook – Chapter 14</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Work on assignments:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Research and preparation for Group Presentation and Report (AT3 &amp; 4)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Group Presentations ‘Event Bid’</td>
<td>No readings</td>
<td>Workshop #4: 8 October 9am-2pm Tuesday</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Work on assignments:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. Attend and participate in the workshop (AT5)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Submit slides for Group Presentation (AT3)</td>
<td></td>
</tr>
<tr>
<td>WEEK</td>
<td>DATE BEGINNING</td>
<td>TOPIC/ MODULE/ FOCUS AREA</td>
<td>ACTIVITIES</td>
<td>RESOURCES/ READINGS/ FURTHER INFORMATION</td>
</tr>
<tr>
<td>------</td>
<td>----------------</td>
<td>---------------------------</td>
<td>------------</td>
<td>----------------------------------------</td>
</tr>
</tbody>
</table>
|      |                |                           | 3. Present in class your 'Event Bid' group presentation (AT3)  
4. Research and preparation for Group Report (AT4) | Due 8 October (in class)  
Value: 20 marks |
| 13   | 14 October     | Preparation for Group Report | No readings  
**Work on assignments:**  
1. Submit Group Report (AT4) | Group Report:  
Due 19 October  
6.00pm Saturday  
Value: 30 marks |

Exam Period 26 October - 12 November
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.