

Course Specification

Course Summary Information		
1	Course Title	MA Event, Festival and Exhibition Management
2	BCU Course Code	PT1104
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description
	<p>On this innovative MA events course you will develop the professional skills necessary for a successful events and exhibition management career. The first of its kind in the UK, this exciting course has been developed with The National Exhibition Centre (NEC), meaning you'll learn straight from top industry professionals.</p> <p>This course has a real emphasis on gaining practical skills and utilising your creativity. Our graduates have gone on to work for the NEC group, established event production companies both in the UK and abroad.</p> <p>What's covered in the course?</p> <p>This postgraduate events and exhibition management course will give you a real insight into working in the events industry. From studying real-life case studies to learning from industry leaders you will develop a relevant, marketable and practical skillset. With an emphasis on creativity and high-level problem solving, the course is assessed through presentations, reports, and practical events management experience.</p> <p>As part of Birmingham School of Media, the course is based at our City Centre Campus in the multi-million pound Parkside Building. Here, you are surrounded by the enviable number of events and exhibition spaces that the vibrant city of Birmingham has to offer, from the massive exhibition halls of The NEC and ICC to sporting and music venues, and smaller, bespoke art spaces like the Custard Factory.</p> <p>Throughout your master's degree, you will have the support of expert tutors with years of proven experience in the events and exhibition industry. The course director, Duncan Sedgwick, has worked in the events industry for over 25 years and has been the director of a Midlands-based events production company since 1999.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Event, Festival and Exhibition Management	7	180
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Event, Festival and Exhibition Management	7	60
	Postgraduate Diploma Event, Festival and Exhibition Management	7	120

8	Derogation from the University Regulations		
	Not applicable		

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full Time	City Centre	1 year	PT1104

10	Entry Requirements		
<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/.</p>			

11 Course Learning Outcomes	
Knowledge and Understanding	
1	A critical understanding of media theory, production and industrial perspectives and the relationships between these systems of knowledge
2	Knowledge of a range of research approaches – the ability to critically evaluate a wide range of research methodologies and be to apply them in a sustained manner to theoretical/production and industrial modes of enquiry
3	Knowledge of media industries within international contexts – an critical understanding of the cultural, economic, political and regulatory contexts across a range of transnational media case-studies
4	The ability to critically evaluate your own production, industry and vocational skills and practices against wider transdisciplinary debates within the field
Cognitive and Intellectual Skills	
5	Independent Learning – the ability to research and apply a wide range of concepts relevant to media conventions
6	Analytical skills – the ability to critically evaluate a range of media methodologies in order to apply them to theoretical, production and industry case-studies.
7	Critical reflection – the ability to evaluate your own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions
8	Research skills – the ability to originate research questions and new fields of critical enquiry by drawing on a wide range of existing sources, and conceptual frameworks
Practical and Professional Skills	
9	Technical skills – the ability to apply a range of audio visual production processes to wider debates within the media field
10	A critical understanding of professional context – the ability to apply Master’s level debates to a real world working environment
11	Creative skills – develop as a critical maker, creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies
12	The ability to produce work which demonstrates a critical understanding of media forms, structures, audiences in their international contexts
Key Transferable Skills	
13	The ability to work in an independent and creative manner across a variety of research and collaborative settings
14	The capacity to deliver research led reports of a specified length, format, brief and deadline, which use appropriate referencing sources as part of their presentation
15	The ability to work independently and in a self-motivated manner to create a sustained piece of research and or a production/industry artefact
16	The ability to combine, synthesise and critically comment upon a range of ideas and express them in both written and creative works

12	Course Requirements																																														
12a	<p>Level 7:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 160 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr><td>MED7335</td><td>The Events and Exhibition Industry</td><td>20</td></tr> <tr><td>MED7337</td><td>Events and Exhibition Production</td><td>20</td></tr> <tr><td>MED7366</td><td>Research in Practice</td><td>20</td></tr> <tr><td>MED7328</td><td>Entrepreneurship in Practice</td><td>20</td></tr> <tr><td>ADM7001</td><td>Work Placement</td><td>20</td></tr> <tr><td>ADM7000</td><td>Major Project (Dissertation)</td><td>60</td></tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr><td>MED7334</td><td>Narrative: From Media to Interactive Media</td><td>20</td></tr> <tr><td>MED7325</td><td>Social Media as Culture and Practice</td><td>20</td></tr> <tr><td>MED7339</td><td>Live Events and Festival Management</td><td>20</td></tr> <tr><td>MED7327</td><td>Media Law and Regulation</td><td>20</td></tr> <tr><td>MED7338</td><td>Transmedia Terror</td><td>20</td></tr> <tr><td>MED7353</td><td>Film Festivals, Marketing and PR</td><td>20</td></tr> <tr><td>MED7326</td><td>Strategic Communication for Social Change</td><td>20</td></tr> </tbody> </table>		Module Code	Module Name	Credit Value	MED7335	The Events and Exhibition Industry	20	MED7337	Events and Exhibition Production	20	MED7366	Research in Practice	20	MED7328	Entrepreneurship in Practice	20	ADM7001	Work Placement	20	ADM7000	Major Project (Dissertation)	60	Module Code	Module Name	Credit Value	MED7334	Narrative: From Media to Interactive Media	20	MED7325	Social Media as Culture and Practice	20	MED7339	Live Events and Festival Management	20	MED7327	Media Law and Regulation	20	MED7338	Transmedia Terror	20	MED7353	Film Festivals, Marketing and PR	20	MED7326	Strategic Communication for Social Change	20
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12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

SEMESTER 1	SEMESTER 2	MA STAGE
<u>Subject Module 1</u> (20 Credits) Events and Exhibition Industry	<u>Subject Module 2</u> (20 credits) Events and Exhibition Production	Major Project (Dissertation) (60 credits)
<u>Option Module 1</u> (20 credits) Live Events and Festival Management, Social Media as Culture and Practice (or any shared option outlined below)	<u>Option Module 2</u> (20 credits) Strategic Communication for Social Change, Film Festivals, Marketing and PR (or any shared option outlined below)	
<u>Skill Module 1</u> (20 Credits) Research in Practice (20 Credits)	<u>Skill Module 2</u> (20 Credits) <u>Either</u> Entrepreneurship in Practice <u>Or</u> Work Placement	

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	220
Directed Learning	1220
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	71%
Exam	
In-Person	29%