

Changes to previous information

During the global COVID-19 pandemic, we prioritised the health, wellbeing and safety of our students and staff.

As we start the new academic year, your health, wellbeing and safety remains our top priority. This means when we return to our campuses and buildings in September 2020 social distancing and other health and safety measures will be in place. This is to help keep you, and others around you, safe. We will respond to the requirements of vulnerable students regarding their personal safety on an individual basis.

We remain committed to delivering an outstanding education and student experience both on campus and online. Like most universities, we'll be providing a mix of on-site face-to-face and digital learning and teaching. The exact mix will vary between courses and course modules taking into account teaching requirements and other considerations such as meeting the safety of vulnerable staff.

It is important to emphasise that a face-to-face, on-site experience will be delivered within the Government and Public Health England guidance and providing there are no serious unforeseeable public health issues that result in the Government introducing further lockdown measures.

Our response to the pandemic means we may have made changes to your course. This is to take account of these important health and safety measures.

We ask you to read the information provided about course changes carefully. We detail what we include in our online prospectus and explain what has changed.

You should read our statement of changes alongside any information provided in videos, at open days or in other promotional materials. This is because the information may also have been affected by the changes we had to make. We are providing this information so you can make an informed choice about whether the course remains suitable for you.

When you register for your course, you will be asked to confirm you have read about our changes and you agree to them. It means that by choosing to continue with your application, and register with us, you accept these changes and are happy to study your course with us.

We really look forward to seeing you in the next academic year. In the meantime, if you want to find out more about University life from this September, and being part of our supportive and welcoming community, please visit our [September 2020 web pages](#).

Current published course related information		
Course title	Events Management	No change
Award level	BSc – Single/combined honours	No change
How do you want to study?		
Start Date	Sept 2020	No change
Modes of study	Full-time Part-time	No change
Duration	3 years full-time 6 years part-time	No change
UCAS code	N820	No change
Location	Canterbury	No change
Partner institution	N/A	No change
Available with a Foundation Year	No	No change
Overview		
	<p>Fancy learning what it takes to run a large-scale event like the Olympics?</p> <p>The UK's growing events industry has created a demand for qualified professionals. As well as developing your analytical and critical skills and knowledge of current trends, the course will give you hands-on experience in pitching and delivering events. From bookkeeping, to project management, this course will give you the knowledge and skills needed to pursue a career in the events industry. Opportunities also include an international field trip in your first year*, and the ability to learn a language alongside your studies.</p>	<p>*subject to another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions. In the case of the latter we will recreate the experience of the fieldtrip online. This will involve you in field exercises which reflect those which you would have undertaken at the destination, for example, carrying out visitor and resident surveys of perceptions of events in Tenerife, using social media for the circulation of a questionnaire. Creative use of online resources would allow you to complete the academic tasks that you would have completed in the field.</p>
Why study Events Management?		
	<p>The UK specialises in attracting visitors through its contemporary creative, heritage and service industries and events are at the heart of this business. A growing number of events globally, including festivals, conferences, sporting events and the 2012 Olympics, have created a demand for</p>	

	<p>qualified events professionals.</p> <p>This course equips you for employment in this ever-expanding sector and the Canterbury campus, which is situated at the centre of a historic and exciting destination, is located in a great place to capitalise on the opportunities available. Studying Events at Christ Church guarantees that you will be taught by a qualified and dynamic team of research-active staff who are even more excited about the possibilities in the events industry than you are! They are dedicated to ensuring that your course is stimulating and fun.</p> <p>Top reason to choose this course</p> <p>You will take part in a residential field trip in year one which is included in your fees*. Our events teaching team work hard to ensure that you, the student is at the heart of our ethos and that your studies and events programme is our top priority.</p> <p>Awards</p> <p>Many members of the teaching team are nominated for a Golden Apple Teaching Award each year. Students nominate members of staff who, over the course of their degree, have made a positive impact on them and/or their studies. Some members of staff have been nominated several times.</p> <p>Current annual sponsored student awards:</p> <p>Best Events Management Student – Canterbury Festival Best Student Research Project – Canterbury City Tour Guides Best Tourist Student – Association for Tourism in Higher Education (ATHE) Best Tourism or Event Marketing Report – Shepherd Neame Best Student – Section of Geography, Event Leisure and Tourism</p> <p>Who is this course for?</p>	<p>*subject to another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions</p>
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	<p>Our BSc in Event Management has been designed to respond to the growing demand in this area and reflects the need to provide well-qualified graduates to meet the challenges of the growing events industry. If you are looking for an event-related or management role, or would like to further your interest in the world of events, this course could be the one for you. The programme includes both theoretical and vocational perspectives, combining courses on the planning and management of events with those providing the necessary skills of business and management.</p>	
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Entry requirements	A typical offer would be 88-112 UCAS points.	No change
About the course		
	<p>In the first year, the emphasis is placed on introducing you to the range of areas integral to managing events and understanding the environments that form the backdrop of event delivery. This includes core business areas like finance and marketing, event experience design and the study of event impacts. In the second and third years this foundational knowledge is developed with a greater emphasis on analytical and critical reasoning skills alongside practical experience of pitching and delivering events.</p> <p>To help smooth the transition to study at university, you will take a module called 'Developing Academic and Personal Skills (DAPS). This module will guide you in small workshop groups through essay writing, academic referencing, access to journals and generally help you settle in.</p> <p>To be considered for the Erasmus Programme in the second year you must pass all modules in the first year at first attempt.*</p>	* subject to the United Kingdom's continuing participation in this programme
<p>Module information</p> <p>Please note that the list of optional modules and their availability may be subject to change. We continually review and where appropriate, revise the range of modules on offer to reflect changes in the subject and ensure the best student experience. Modules will vary when studied in combination with another subject.</p>		
Core year 1		
	<p>Developing Academic and Professional Skills (DAPS) Core module - (20 Credits)</p> <p>The aim of the module is to enable you to become more independent, reflective and self-managed in your approach to study, learning and time management. Additionally, the orientation module aims to build on pre-existing skills and experience to make for a smooth transition to Higher Education and the challenges it presents.</p>	No change

	<p>Furthermore, the aim is to introduce you to the meaning and purpose of research, and to introduce a range of ideas and techniques enabling you to conduct and present basic research themselves within the context of tourism.</p>	
	<p>Introduction to Events Core module - (20 Credits)</p> <p>This module provides you with a broad understanding of the events industry from mega to local events, including the event life cycle, the event experience and audience development. The features and theories of events management will be introduced from both an academic and vocational perspective and the impacts of events explored.</p>	No change
	<p>Current Trends in Issues in Tourism, Events and Hospitality Core module - (20 Credits)</p> <p>The module aims to identify key internal and external factors shaping the contemporary tourism, events and hospitality industries. Topics typically covered in this module are, festivals, conferences, crisis management, adventure tourism, religious events and tourism, dark tourism, film and television events and tourism. These will provide the framework from which to identify contemporary issues emerging within the tourism events and hospitality industries. This module is designed to respond flexibly to current affairs and events throughout the world.</p>	No change
	<p>Marketing Principles and Practice for Tourism, Events, Sport and Hospitality Core module - (20 Credits)</p> <p>The aim of this module is to provide you with an introduction to marketing, its basic concepts and an overview of marketing theories within the context of the tourism, leisure and events industries. You will explore the development of the marketing concept and examine the ways in which it differs from the production, product, and sales approaches to business. This will develop into a wider understanding of the differences between the operational role of</p>	No change

	marketing and how it is applied as an organisational focus.	
	<p>Introduction to Accounting for Tourism, Events, Sport and Hospitality Core module - (20 Credits)</p> <p>The module will introduce you to the basic forms of financial recording, double entry bookkeeping, and how figures need to be adjusted to produce a trial balance at the end of an accounting period. The trial balance will lead to the production of the two main financial statements, the balance sheet and profit and loss account for a sole trader. You will also be able to develop an understanding of accounting concepts and regulations within the context of tourism.</p>	No change
	<p>Contemporary Language Optional module - (20 Credits)</p> <p>You will have the opportunity to study a contemporary language. You may be able to either continue a language which you have previously studied or start a new language.</p>	No change
	<p>Residential Fieldtrip 1 Optional module - (20 Credits)</p> <p>This module offers you a chance to study events in practice during your free residential field trip. You will typically stay in a major/mainstream tourist destination and carry out fieldwork in the daytime and present your findings to tutors in the evenings. You will complete all the assessed coursework while you are on the trip so when you return to the UK, this module is finished.</p>	subject to another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions. If the latter applies, this will involve you in field exercises which reflect those which you would have undertaken at the destination, for example, carrying out visitor and resident surveys of perceptions of events in Tenerife, using social media for the circulation of a questionnaire. Creative use of online resources would allow you to complete the academic tasks that you would have completed in the field.
Optional year 1		
	N/A	No change
Core year 2		
	<p>Events Operational Design Core module - (20 Credits)</p> <p>The main aim of this module is to assess a</p>	No change

	<p>range of different operational examples and issues of events. The management of events as projects and the detailed tasks involved in implementing the event lifecycle will also be considered. This module enables you to put into practice the theory and skills required of your programme, such as risk assessment, health and safety and marketing and develop skills in event staging design.</p>	
	<p>Research Methods in Action Core module - (20 Credits)</p> <p>The aim of this module is to build on Discovering Research from the first year, to provide an understanding of the research process as well as the various methods that can be employed to collect and analyse data within the context of tourism, events, sport and/or hospitality To achieve this, the module encourages you to understand the theoretical underpinnings of research methodologies and also to apply it to address a range of research scenarios; thus, providing a sound basis for the preparation of a Research Project or an Individual Study in your third year.</p>	No change
	<p>Project Management for Tourism, Events, Sport and Hospitality Core module - (20 Credits)</p> <p>All events are projects that need to be managed and the aim of the module is to provide you with an understanding of project management and its role within contemporary tourism, events, sport and hospitality environments. Through this module you will explore the role of the project manager and project management team, analyse the different ways in which projects can be organised and apply project planning methodologies to a team based assignment.</p>	No change
Optional year 2		
	<p>Work Based Learning Optional module - (20 Credits)</p> <p>The aim of the module is to enable and encourage you to develop and put into practice the employability skills you need to develop to secure a good quality</p>	<p>These employer mentored 'live' projects will all be subject to local social distancing guidelines if required, as appropriate. It is possible that such activity will be set up with employers on an online/virtual basis.</p>

	graduate/professional job when you graduate from your Event Management degree. You will work in groups with an employer on a 'live' task and finish project.	
	<p>Tourism and Events Policy and Development Optional module - (20 Credits)</p> <p>This module aims to provide you with an understanding of the nature and basis of tourism and events policies as well as examining the policy making process and the factors which influence this at a variety of geographical scales. Through providing an understanding of the role of tourism and events as a means of development and sustainability.</p>	No change
	<p>Creative Places for Events and Tourism Optional module - (20 Credits)</p> <p>The aim of the module is to provide you with an understanding of the natural and built environments in which tourism, leisure and event activities take place. It seeks to examine the nature of land and water resources, the social, cultural, economic, political and environmental processes that shape these places and the impacts that tourist and event activities produce. Finally, the module aims to examine the ways in which people perceive and value these different places and resources. If you like the idea of culture and heritage you will find this module interesting.</p>	No change
	<p>Managing Business Performance Optional module - (20 Credits)</p> <p>The aim of the module is to introduce and develop an understanding of the fundamental concepts and techniques of management accounting and apply these techniques to tourism, events, sport and hospitality in an appropriate way whilst, appreciating their strengths and limitations. It also aims to help you to understand how management accounting information may be used for purposes of planning, decision making, performance measurement and control within organisations, in order to further the organisation's strategic objectives.</p>	No change

	<p>Contemporary Language Optional module - (20 Credits)</p> <p>If you enjoyed studying a contemporary language in year one, you will have the option to continue with it in year two.</p>	No change
Core year 3		
	<p>International Events Core module - (20 Credits)</p> <p>This module aims to provide you with specialist knowledge of the impacts, issues and processes involved in staging large scale events. The scale of the events explored will vary and will include mega events (e.g. the Olympic Games), hallmark events (e.g. Wimbledon) and largescale events (e.g. Glastonbury Festival).</p>	No change
	<p>Services Marketing Management for Tourism, Events, Sport and Hospitality Core module - (20 Credits)</p> <p>The module aims to develop your understanding of the nature and complexity of Service Marketing Management in the tourism, events, sport and hospitality industries in the 21st century. The intangible nature of tourism, events, sport and hospitality means that managers have to have unique thinking and strategies in place in order to compete in these global, fast markets. This module typically analyses service management concepts such as technology, capacity management and complaint management. In addition it aims to provide you with a thorough grounding in marketing theories placing them in the context of the increasingly competitive and dynamic tourism, event, sport and hospitality environments. Typically a wide range of public and private sector providers, such as visitor attractions, destination marketing organisations, event organisations, accommodation providers and local authorities will be studied during this module.</p>	No change
	<p>Individual Study or Research Project Core module - (40 or 20 Credits)</p> <p>The module aims to provide you with the opportunity to undertake a research project</p>	No change

	<p>in the tourism, events, sport and hospitality environment which develops your analysis, problem-solving, research and synthesis skills. Using research skills developed in the first and second years of study, you will design and execute your own piece of original research.</p>	
Optional year 3		
	<p>Visitor Attraction and Venue Management Optional module - (20 Credits)</p> <p>The module aims to offer students a wide and comprehensive understanding of how visitor attraction management is concerned with minimizing the pressure and negative impact of visitor concentration within a destination attraction and/or event. The emphasis will be on the main techniques of how visitor management ensures that the sheer number of visitors does not detract from the general enjoyment of the attraction and/or event, prevent a proper appreciation of it or cause physical harm to historic resources.</p>	No change
	<p>Heritage and the Creative Industries Optional module - (20 Credits)</p> <p>This module examines and evaluates debates concerning the development and conservation claims for eco-tourism and the development of large resorts. Concepts explored typically include carrying capacity, community participation and the multiplier process.</p>	No change
	<p>Strategic Financial Management Optional module - (20 Credits)</p> <p>The aim of this module is to develop your understanding of financial investment techniques and develop awareness and knowledge of changes that exist in organisational strategic management. If you wish to continue your studies of financial matters within tourism, leisure and events environments you may find this module interesting.</p>	No change
	<p>Business Professional Ethics and Law for Tourism, Events, Sport and Hospitality Optional module - (20 Credits)</p> <p>The aim of this module is to help you</p>	No change

	<p>develop an understanding of ethical theory, the ability to evaluate the relationship between business and society, and to encourage students to develop their own individual perspective as ethical decision makers. You are encouraged to critically evaluate business ethics and law making polices within the context of the tourism industry.</p>	
	<p>Project Management 2 for Tourism, Events, Sport and Hospitality Optional module - (20 Credits)</p> <p>Building on the second year Project Management module you will continue to develop your project management skills but this time not only working in groups, but also managing a 'live' project on an individual basis.</p>	<p>No change</p>
	<p>Tourism, Conservation and Development Optional module - (20 Credits)</p> <p>This module examines and evaluates debates concerning the development and conservation claims made for ecotourism, and the development of large resorts. Concepts explored typically include community participation and the multiplier process.</p>	<p>No change</p>

How you'll learn

<p>Teaching</p>	<p>You will be taught through a combination of lectures, seminars and practical sessions. You will typically have around 12-14 contact hours per week depending on what modules you select.</p> <p>Seminars in smaller groups will enable you to discuss and develop your understanding of topics covered in lectures. In addition, you will meet with your academic personal tutor.</p> <p>All programmes are informed by the University's Learning and Teaching Strategy 2015-2022.</p>	<p>The Business School will be delivering your Events course using a 'blended' approach using range of teaching methods. This potentially offers the best of both worlds: great face-to-face teaching in small groups, including seminars, workshops and tutorials, support by a mix of online interactions to help you understand and explore your subjects. We will be using video conferencing tools used in the business world to facilitate meetings, for example Collaborate (accessed through Blackboard) and exploring the use of Microsoft teams as well. This blended approach will be flexible so we can meet your individual needs and adapt as the world around us changes. We will still be covering the same content as we would have done under normal circumstances and will be assessing you against the same learning outcomes.</p> <p>Contact hours are defined as hours in which a student interacts through thoughtfully structured activity to include:</p> <ul style="list-style-type: none"> · On-site face-to-face teaching · Synchronous live digital teaching · Asynchronous digital activities as part of structured learning (for example, running a discussion activity regarding an aspect of the current topic through Blackboard Collaborate, Padlet or Blackboard Discussion Boards). A pre-recorded lecture presentation provided via ReCap can also be included in this definition provided it is part of a broader structured activity.
<p>Independent study</p>	<p>When not attending lectures, seminars, workshops or other timetabled sessions you will continue learning through self-study. Typically, this involves reading journal articles and books, undertaking research in the library, working on projects, and preparing for coursework assignments/examinations, workshops and seminars.</p>	<p>No change</p>

	<p>Your module tutor will direct you towards specific readings and/or activities to complete before class.</p> <p>For the final year individual study/research project in year three, you will undertake independent research. You will work under the supervision of a member of the course team. You will meet with your supervisor regularly.</p>	
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Overall workload	Your overall workload typically consists of 12-14 contact hours, depending on what module you take. For each 20-credit module, your study time is about 10 hours a week. During the duration of the residential field trips, the work load will be more intense, as these modules are mostly done during the trip.	In the case another exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions and the residential fieldtrip converting to the online alternative, you will complete an equivalent number of hours in the 'online' field.
Academic input	<p>The lecturing team consists of highly qualified academics. They have a range of expertise and experience. Many members have staff have worked in the tourism industry and this enables them to bring industry relevant knowledge to their lectures.</p> <p>All our team members either hold a doctoral, masters and/or teaching qualifications. They have experience in delivering research-informed teaching. Most members of staff are widely travelled and come from or have lived in a variety of countries, making them ideal to teach the subjects in tourism. You should note members of the teaching team might change.</p>	No change
How you'll be assessed		
	Throughout your course you will be assessed using a range of methods including written assignments which could be an essay, business report or portfolio, as well as presentations and project work. In some modules you will also be assessed through exams. You will experience individual assessment as well as group work. In year three you will produce a Research Project or Individual Study on an events topic of your choice. A supervisor will be appointed to help guide you through the process.	If there was a further exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions, you will complete 'take home' time constrained exams.
Fees		
UK/EU	Full-time £9,250	No change
	Part-time £4,625	No change
Overseas	Full-time £13,000	No change
	Part-time N/A	No change

Course specific costs		
Field Trips (including trips abroad and trips to museums, theatres, workshops etc)	The seven day residential international field trip is included in your fees and currently includes breakfast and evening meals. Additional cost needed for lunch (around five Euros per day) and drinks, (around five euros per day).	No change
Text books	£100.00 for year one for core text books that should be bought in the first four weeks of starting. (It may be possible to find much cheaper second hand copies) £100.00 for year one and two that will be bought throughout that time period. (It may be possible to find cheaper second hand copies).	No change
Professional accreditation	N/A	No change
Industry links	We work with a range of industry partners, such as London Marathon and Visit Kent and these links are supported by the work of the Tourism and Events Research Hub. This work makes a valuable contribution to our student offer as it is through these links that we are able to secure internship opportunities and a range of industry guest speakers for example, StreetGames UK and Race for Life. The Tourism and Events Research Hub provides a link between our tourism and events staff and the industry. One way in which this is developed is through internships. An internship project developed with the team at Kent Wildlife Trust's Tyland Barn enabled one of our 3rd year students to work with us on a fascinating project linked to interpretation at one of their visitor centres.	No change
Other important information		
	Work experience During your course, you may be offered a variety of internships and work experiences. This is an evolving and changing programme to ensure you get the best opportunities. We currently have students doing internships at Visit Kent, Shepherd Neame Visitor Centre and Buzzlines Travel to name just a few. Our very active and successful Tourism and Event Research Hub also works	Work experience, placements and internships and 'live' projects will all be subject to local social distancing guidelines if required, as appropriate. It is possible that such activity will be set up with employers on an online/virtual basis.

	<p>hard to establish industry links. In year 2 you will be able to take a workplace/work-based learning module which will enable you to complete a 'live' task and finish project with employer support.</p> <p>A recent internship with the Hub was entitled 'Supporting young people accessing meaningful work placements in the Kent visitor economy: a business stakeholders' perspective'. This 10-week project was a collaboration between the Tourism and Events Research Hub, and Destination Management Organisation, Visit Kent. The project was designed to support an exciting initiative focusing on skills and career progression for young people in the sector: the 'Kent Hospitality, Tourism and Transport Guild'. The intern worked on a project 'to explore the perceptions of business stakeholders about the opportunities and barriers related to the provision of work placements for young people in the visitor economy', supported throughout by the project lead at Christ Church and Visit Kent.</p> <p>Our very active and successful Tourism and Event Research Hub also works hard to establish industry links. A recent internship with the Hub focused on supporting young people to access meaningful work placements in the Kent Visitor Economy. The intern's project was an exciting collaboration between the Tourism and Events Research Hub and the destination management organisation 'Visit Kent' to support skills and career progression for young people by exploring the perceptions of business stakeholders about the opportunities and barriers related to the provision of work placements for young people in the visitor economy.</p> <p>Events student are also supported to take part in as much volunteer work as possible during their studies. Three 3rd year Tourism and Events students, studying a module in Tourism, Leisure and Events Marketing, have gained excellent volunteering experience with Canterbury Festival. Helping with the implementation of</p>	
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	<p>Audience Finder surveys, at key events during the Festival, they have gained an insight into this area of work and it has shown them how the industry tools used in their marketing module are applied within the sector.</p> <p>Rachel Pilard, Marketing Manager describes working with the students as “a fantastic experience, the students were incredibly professional and their work has helped the implementation of this year’s research immensely.”</p> <p>Kristina Zelinkova, a third-year Tourism Management student, was selected as designing the winning concept and logo on a live project with Visit Kent, for the newly developing initiative, the Kent Hospitality, Tourism and Transport Guild. For further information please have a look at how Kristina and others took part in the competition.</p> <p>Other information</p> <p>Our industry guest speaker programme provides valuable insights into event law, the delivery of outdoor events and the event project lifecycle from planning to delivery. Previous guests include the London Marathon Events Company which is responsible for the London Marathon and RideLondon who offer valuable volunteer opportunities to our students. Additionally, we hold an annual student conference at which the region’s employers come to talk to our students about the key challenges they face in the workplace and the best graduate routes into working in the tourism industry.</p>	<p>If there was a further exceptional local, national or destination specific Covid-19 lockdown and/ or travel restrictions, will continue to invite industry speakers to contribute to your courses where they are happy to do so using video-conferencing technology.</p>
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