

## University of the West of Scotland

### Module Descriptor

**Session: 2021/22**

Last modified: 02/12/2021 20:06:17

Status: Proposal

**Title of Module: Event Sponsorship & Resources**

<b>Code:</b>	<b>SCQF Level: 9</b> (Scottish Credit and Qualifications Framework)	<b>Credit Points: 20</b>	<b>ECTS: 10</b> (European Credit Transfer Scheme)
<b>School:</b>	School of Business & Creative Industries		
<b>Module Co-ordinator:</b>	Briony Sharp		

#### Summary of Module

This module examines the role of sponsorship and funding mechanisms within the events industry. The module will take a holistic approach to event sponsorship and resources by considering from bidding stage to delivery, all the key stakeholders, communities and industries involved. Students will be asked to consider how organisations secure sponsorship and funding for their events and the critical issues linked to this process. Students will be expected to develop a full understanding of a range of critical and ethical issues surrounding sponsorship and funding within the sector. Students will then be asked to consider what elements make crucial event resources such as people and volunteers. This module will explore and analyse the people factor in service, product and project development and evaluation of operational needs regarding human resources in Events and Tourism.

- ♦ The role of sponsorship and funding resources in events
- ♦ Evaluating sponsorship and funding outcomes
- ♦ Critical issues in sponsorship and funding
- ♦ Human resource planning and management in events and tourism
- ♦ Volunteer recruitment, management and training in events and tourism
- ♦ Key resources integral to the successful bidding, securing, and delivering of events

**Module Delivery Method**

Face-To-Face	Blended	Fully Online
✓	✓	

**Face-To-Face**

Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.

**Fully Online**

Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.

**Blended**

A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations

**Campus(es) for Module Delivery**

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
✓						

**Term(s) for Module Delivery**

(Provided viable student numbers permit).

Term 1	Term 2	Term 3
	✓	

**Learning Outcomes: (maximum of 5 statements)**

On successful completion of this module the student will be able to:

L1. Critically analyse the main theoretical concepts relating to the design, implementation and ethical considerations of the sponsorship and funding processes within the events sector.

L2. Develop and evaluate strategies for planning and implementation of sponsorship and funding activity within the events sector.

L3. Analyse the use of resources across the events industry including, but not limited to, areas such as recruitment & people management, volunteer management, catering, facilities, technology, promotional and marketing material.

<b>Employability Skills and Personal Development Planning (PDP) Skills</b>	
<b>SCQF Headings</b>	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF Level 9. Demonstrate a broad knowledge of sponsorship and funding strategies.  Develop a critical understanding of the stakeholders and influences upon event resources.
Practice: Applied Knowledge and Understanding	SCQF Level 9. Identify and review the application a selection of principal strategies related to event sponsorship and resourcing.  Examine related event sponsorship and funding issues in past and upcoming events.
Generic Cognitive skills	SCQF Level 9. Identify and analyse routine event sponsorship and resourcing problems and issues.  Draw on a range of sources to help resolve key issues with event sponsorship and resourcing strategies.
Communication, ICT and Numeracy Skills	SCQF Level 9. Apply a range of communications methods and information technology to critique event sponsorship and resource strategies.
Autonomy, Accountability and Working with others	SCQF Level 9. Exercise autonomy and initiative in class and module study activities in so far as they relate to event sponsorship, funding and resources.  Work both individually and in groups in practical tutorial based activities

<b>Pre-requisites:</b>	Before undertaking this module the student should have undertaken the following:	
	<b>Module Code:</b>	<b>Module Title:</b>
	<b>Other:</b>	
<b>Co-requisites</b>	<b>Module Code:</b>	<b>Module Title:</b>

\* Indicates that module descriptor is not published.

<b>Learning and Teaching</b>

Students are introduced to the core concepts via a lectures which examine a range of international events to contextualise theories and ideas in practical settings. Student led tutorials enable learners to take responsibility for deepening their own learning with actives centred around appropriate directed reading. Students will be able to further develop their understanding via interactive case studies on the VLE and engagement with practitioners through the assessment/guest lectures.

<b>Learning Activities</b> During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	<b>Student Learning Hours</b> (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	18
Tutorial/Synchronous Support Activity	24
Asynchronous Class Activity	24
Independent Study	134
	200 Hours Total

#### **\*\*Indicative Resources: (eg. Core text, journals, internet access)**

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

McDonnell, I. and Moir, M., 2013. Event sponsorship. Routledge.

Collett, P. and Fenton, W., 2011. The sponsorship handbook. Essential Tools, Tips and Techniques for Sponsors and Sponsorship Seekers, San Francisco

McGillivray, D. and Turner, D., 2017. Event bidding: Politics, persuasion and resistance. Routledge.

(\*\*N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk\*) to wait until the start of session for confirmation of the most up-to-date material)

#### **Attendance Requirements**

In line with the Academic Engagement and Attendance Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on Moodle, and complete assessments and submit these on time. Please refer to the Academic Engagement and Attendance Procedure at the following link: [Academic engagement and attendance procedure](#)

For the purposes of this module, academic engagement equates to the following:

In line with the Academic Engagement and Attendance Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on Moodle, and complete assessments and submit these on time. Please refer to the Academic Engagement and Attendance Procedure at the following link: [Academic engagement and attendance procedure](#)

**Supplemental Information**

<b>Programme Board</b>	Marketing, Innovation, Tourism & Events
<b>Assessment Results (Pass/Fail)</b>	No
<b>Subject Panel</b>	Marketing, Innovation, Tourism & Events
<b>Moderator</b>	Jenny Flinn
<b>External Examiner</b>	
<b>Accreditation Details</b>	
<b>Changes/Version Number</b>	1

**Assessment: (also refer to Assessment Outcomes Grids below)**

Sponsorship Proposal 60%

Individual Essay 40%

(N.B. (i) **Assessment Outcomes Grids** for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.  
(ii) An **indicative schedule** listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Handbook.)

**Assessment Outcome Grids (Footnote A.)****Component 1**

<b>Assessment Type (Footnote B.)</b>	<b>Learning Outcome (1)</b>	<b>Learning Outcome (2)</b>	<b>Learning Outcome (3)</b>	<b>Weighting (%) of Assessment Element</b>	<b>Timetabled Contact Hours</b>
Essay	✓	✓		60	0

**Component 2**

<b>Assessment Type (Footnote B.)</b>	<b>Learning Outcome (1)</b>	<b>Learning Outcome (2)</b>	<b>Learning Outcome (3)</b>	<b>Weighting (%) of Assessment Element</b>	<b>Timetabled Contact Hours</b>
Essay		✓	✓	40	0
<b>Combined Total For All Components</b>				100%	0 hours

## Footnotes

- A. Referred to within Assessment Section above
- B. Identified in the Learning Outcome Section above

## Note(s):

1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).  
This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

**Equality and Diversity**

The Equality, Diversity and Human Rights policy underpins student engagement. We aim to make UWS a fair and equal place to study an institution which addresses specific issues covering all aspects of equality, diversity and human rights. Where required module assessment will be adapted to meet student requirements.

<http://www.uws.ac.uk/equality/>

[UWS Equality and Diversity Policy](#)

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)