

MA in Events and Experience Management

Programme Specification

Awarding Institution:

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

Teaching Institution: Goldsmiths, University of London

Final Award:

Programme Name: MA in Events and Experience Management

Total credit value for programme: 180

Name of Interim Exit Award(s):

Postgraduate Certificate in Events and Experience Management

Postgraduate Diploma in Events and Experience Management

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

UCAS Code(s): N/A

HECoS Code(s): 100083

QAA Benchmark Group Hospitality, Leisure, Sport and Tourism

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: October 2022

Home Department: Institute for Creative and Cultural Entrepreneurship

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

Programme overview

The MA in Events and Experience Management (EEM) is designed to attract UK and international students, including those already working in different areas of the cultural and creative industries and those who aspire to do so, wishing to gain theoretical grounding and develop their knowledge of planning and managing events in different organisations. The programme will produce graduates who are highly skilled, confident and capable, and ready to pursue a career in the fast-changing cultural and creative industries. Furthermore, the programme aligns with the mission and values of Goldsmiths, in that its distinctive and innovative curricula is set to equip students to not only find employment in an increasingly diverse and dynamic global business environment, but also to lead and create change therein.

Events and Experience Management is an inter-disciplinary area of study, which means that students are required to engage critically with material from the fields of social sciences, arts and humanities, and business and management. Students have the opportunity to build on their own experiences and knowledge by reading, discussing, researching and developing coursework on particular areas. The course will be both academic and practice based. Taking a critically analytical approach to events, students will learn to analyse as well as understand not only the organisational skills, but also the impacts of events on both micro and macro level. External contributors from the events sector will contribute to the course on all modules, sharing expertise and offering networking opportunities for students. This will create a well-rounded foundation and accomplished students ready to either work as events managers within an organisation or put on events as a way of marketing and branding their own company or artistic practice.

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

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

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

Festival Management focuses on planning, organising and marketing festivals. London hosts a broad range of festivals, making it the perfect location to study this topic but the module will also discuss art festivals from an international perspective, making use of examples of festivals abroad as well as festivals that are celebrating different cultures and manifesting international traditions from around the world. Guided by experienced lecturers and field practitioners, students will develop their critical understanding of key practical elements of festival and events planning and management. The Festival Management syllabus includes elements such as feasibility studies, license agreements, budget overviews, risk assessments, market research, marketing plans, organisational charts, evaluation strategies, action plans, planning schedules, run sheets, and contingency plans.

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

These modules are complemented by an option from a pool of modules covering arts engagement, social media, marketing, business - this is designed to allow the student to tailor the programme to his/her own particular skills and/or interests. The teaching methodologies used in these modules will be conducive to creative and independent in depth and collaborative learning and will culminate in the production of a final dissertation in which the student will explore in detail a topic building on his/her interests and knowledge. The programme allows and encourages students to engage in work placements while attending the modules. The placements are not a formal part of the programme. Some support will be provided to students building on ICCE's extensive experience of internship management and network of contacts.

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

The aim of the programme is to offer students the opportunity to study and research events management and events experiences in a creative industries context, with an emphasis on arts related events. The programme also emphasises practical skills, enabling students to gain theoretical knowledge as well as practical experience.

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

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

The programme will produce graduates who are knowledgeable and critical of theory and practice in the areas of events and experience management, and independent learners apt to operating in multicultural contexts.

Programme entry requirements

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

Programme learning outcomes

Students who exit the programme at Postgraduate Certificate stage, or who elect to solely study for a Certificate will be supported to choose two 30 credit modules and will leave able to demonstrate:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	1. Demonstrate a comprehensive knowledge and critical awareness of a range of practices, policies, structures and systems in the events and experience management areas involving a multiplicity of stakeholders	Creativity, Events and Eventfulness, The Events Experience, Festival Management, Dissertation
A2	2. Critically discuss the importance of experience management in events design, planning and implementation	Creativity, Events and Eventfulness, The Events Experience, Festival Management, Dissertation
A3	3. Comprehend and critically evaluate the diverse and changing nature of the events and experience industries, impacting upon arts and culture institutions and their relationship with existing and emerging audiences	Creativity, Events and Eventfulness, The Events Experience, Dissertation
A4	Build on existing experience and/or interest to develop knowledge within events and experience management	Creativity, Events and Eventfulness, The Events Experience, Festival Management
A5	Make a contribution to original knowledge	Dissertation

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Utilise conceptual knowledge and critical reasoning skills in complex problem solving	Creativity, Events and Eventfulness, The Events Experience, Festival Management, Dissertation
B2	Deploy a range of intellectual skills and linguistic tools to produce academic work of an appropriate level	Creativity, Events and Eventfulness, The Events Experience
B3	Analyse and evaluate the role of stakeholders and their practices, as well as the structures and systems framing the events and experience industries	Creativity, Events and Eventfulness, The Events Experience, Festival Management
B4	Identify, summarise and critically discuss contemporary issues in the trans-disciplinary area object of the programme	Creativity, Events and Eventfulness, The Events Experience, Dissertation
B5	Devise, develop, conduct and deliver a significant independent piece of research relevant to events and experience management, using a self-reflective and critical approach and communicating clearly their assumptions and methodologies	Dissertation

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Apply theoretical and practical knowledge to deliver a proposal and pitch to arts and events professionals	The Events Experience
C2	Develop creative and innovative skills to plan and design memorable events and experiences	Creativity, Events and Eventfulness, The Events Experience, Festival Management
C3	Develop an understanding of key regulations, policies and good practice in the planning and management of events and festivals	Festival Management
C4	Devise, develop, conduct and deliver research relevant to events and experience management, focusing on an	Creativity, Events and Eventfulness, The Events Experience, Dissertation

Code	Learning outcome	Taught by the following module(s)
	element across the wide spectrum of potential areas of study	
C5	Communicate effectively and succinctly through oral presentation and express themselves in writing for academic and other audiences, employing when necessary the appropriate ICT tools and skills.	Creativity, Events and Eventfulness, The Events Experience, Festival Management, Dissertation

Transferable skills (Elements)

Code	Learning outcome	Taught by the following module(s)
D1	Share and exchange expertise and skills with other students and the tutors on the course employing effective written and oral communication skills	Creativity, Events and Eventfulness, The Events Experience, Festival Management, Dissertation
D2	Demonstrate they are an independent and creative learner able to exercise initiative and personal responsibility for their own learning and planning processes	Creativity, Events and Eventfulness, The Events Experience, Festival Management, Dissertation
D3	Conduct research methodically to find an answer that is complete, accurate and authoritative	Creativity, Events and Eventfulness, The Events Experience, Festival Management, Dissertation
D4	Work effectively as part of a team.	The Events Experience, Festival Management
D5	Take an entrepreneurial approach to problem solving	Creativity, Events and Eventfulness, The Events Experience
D6	Demonstrate the ability to design and conduct a significant piece of original research	Dissertation

Mode of study

Programme structure

Duration of Programme of Study

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

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

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

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

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

Full-time mode (include heading only where there is PT route)

Academic year of study 1

Module Name	Module Code	Credits	Level	Module Type	Term
Creativity, Events and Eventfulness	IC71147B	30	7	Compulsory	1
The Event Experience: Theory and Practice	IC71145B	30	7	Compulsory	1&2
Festival Management	IC71146A	30	7	Compulsory	2
Dissertation	IC71148A	60	7	Compulsory	1, 2 & 3
PLUS, one 30 CAT module selected from a range of interdisciplinary modules	Various	30	7	Optional See Above	1 or 2

Part-time mode

Year 1

Module Name	Module Code	Credits	Level	Module Type	Term
Creativity, Events and Eventfulness	IC71147B	30	7	Compulsory	1
Festival Management	IC71146A	30	7	Compulsory	2

Year 2

Module Name	Module Code	Credits	Level	Module Type	Term
The Event Experience: Theory and Practice	IC71145B	30	7	Compulsory	3 & 4
Optional module	Various	30	7	Optional see above	3 or 4
Dissertation	IC71148A	60	7	Compulsory	3, 4 & 5

Academic support

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

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

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

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

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

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

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

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

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

Placement opportunities

N/A

Employability and potential career opportunities

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

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

The programme aims to produce graduates who are *highly skilled, confident and capable*, and ready to pursue a career in the fast-changing cultural and creative industries.

Programme-specific requirements

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

Tuition fee costs

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

Specific programme costs

N/A