

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Live Events and Festival Management
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MED7337

<b>5</b>	<b>Module Overview</b>
<p>This module offers an extension to the other modules on the MA Events, Festivals and Exhibitions Management pathway. Whilst being an integral part of the pathway the module also works as a stand-alone optional module for those students on other pathways who can apply the key learnings to their own specialism.</p> <p>The module provides core methodological/project management skills applicable to both the theoretical and production practice routes of the MA strand with particular emphasis on the festivals sector of the events industry.</p> <p>The Learning, Teaching and Assessment Strategy will focus on a practical as well as a theoretical approach to the study of festivals across the industry whilst analysing the cultural placement of festivals in society. The module will cover current cultural and practical experiential aspects of a wide range of festivals including arts, leisure, religious, music and tourism as well as the practical aspects of festival management including budget control, marketing and public policy considerations of festival production.</p> <p>Strategic approaches to festival development will also be investigated through the analysis of existing and emerging case studies.</p> <p>The module aligns with the programme philosophy by encouraging students to become critical thinkers and creative practitioners through their engagement with scholarly debates about the role and purpose of festivals in society.</p> <p>Assessment will be a written analysis of a specific festival researching and investigating cultural, economic, and experiential and public policy considerations of the festival thereby placing the festival in the context of its genre.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>Lecture – Introduction to module. Overview of festival genres and the cultural experience Discussion from web search Lecture – Overview of event management – theory and practice Workshop – feedback on festival investigations Arts, Culture and Leisure in festival management – the strategic fit. Discussion – Location, Location, Location Guest speaker – Claire Farrell, Longbridge Light Festival and other public space initiatives Workshop – update presentations on festival analysis/development Lecture – Event Regulatory Requirements Lecture and discussion – the Green Issue – how sustainable is your event? Lecture – The Audience and Experience – how experiential considerations must be developed, marketed and met Guest Speaker – Ian Richards, arts event manager</p>	

Lecture and Discussion – Cultural Festivals in Context  
 Workshop – Ideas for cultural festivals  
 Lecture/Discussion/Workshop:  
 Contemporary issues of arts and leisure festivals and events  
 Tutorials

7		<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>		
1		Evaluate the cultural and economic importance of festivals as well as the practical considerations required for successful festival development and management.
2		Apply a critical understanding to the practices of festival management informed by a systematic and critical understanding of current practices, specialist approaches and innovations.

8				<b>Module Assessment</b>
Learning Outcome				
		Coursework	Exam	In-Person
1-2		X		

9		<b>Breakdown Learning and Teaching Activities</b>
Learning Activities		Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		30
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		130
<b>Private Study (PS)</b> includes preparation for exams		40
<b>Total Study Hours:</b>		200