

PROGRAMME SPECIFICATION

for the award of

MSc International Events Marketing**Managed by the Oxford Brookes Business School**

Date approved:	February 2017
Applies to students commencing study in:	September 2020

RECORD OF UPDATES

Date amended*	Nature of amendment**	Reason for amendment**
11.01.18	Replaced alt comp module P58898 / BMGT-7050 Dissertation with P58299 / MARK-7022 Dissertation with Marketing and Events module.	PG marketing and International events programme to have their own dissertation run, relevant for specialist subjects.
May 2018	<p>Replace P58208/MARK-7007 with P58219 / MARK-7020 Marketing Practice for sandwich mode students.</p> <p>Duration of sandwich mode extended to 2 years.</p> <p>Replace P58217/ MARK-7015 with P58201/MARK-7001 Digital and Social Media Marketing Strategy.</p>	<p>To address problems caused by the difficulties facing students in securing shorter term placement positions.</p> <p>To better reflect the change in length of the placement.</p> <p>Changes to the digital curriculum were developed by a digital task group within the Department that was responsible for evaluating and updating the digital provision across the programmes delivered by the Department.</p>

SECTION 1: GENERAL INFORMATION

Awarding body:	Oxford Brookes University
Teaching institution and location:	Oxford Brookes University, Oxford
Language of study:	English
Final award:	Master of Science
Programme title:	MSc International Events Marketing
Interim exit awards and award titles available:	PGC-IMK: Postgraduate Certificate in Events Marketing PGD-IMK: Postgraduate Diploma in Events Marketing
Brookes course code:	BH84 / MSC-IMK
UCAS code:	60454
JACS code:	N200
HECoS code:	See guidance note G2.2, section 1
Mode of delivery:	Full-time (face to face/on-campus) Part-time (face to face/on-campus) Sandwich mode (full-time)
Mode/s and duration of study:	1 Year for full time 2 Years for part time 2 years Sandwich mode (full-time) Maximum duration is 5 years
QAA subject benchmark statement/s which apply to the programme:	Master's degrees in Business and Management (2015)
Professional accreditation attached to the programme:	N/A
University Regulations:	The programme conforms to the University Regulations for the year of entry as published/archived at: http://www.brookes.ac.uk/regulations/ Specific Regulations for Postgraduate Taught Programmes also apply. http://www.brookes.ac.uk/regulations/current/specific/b4/

SECTION 2: WHY STUDY THIS PROGRAMME?

For staff profiles please click here [Staff CV's](#)

2.1 Rationale for/distinctiveness of the programme

The programme offers students an opportunity to gain relevant knowledge, skills and competencies to complete a Master's degree in International Events Marketing. This is a conversion programme designed for students who have limited events marketing experience. However, the programme has sufficient flexibility to offer students with some marketing background the opportunity to further develop their knowledge and skills in a range of events marketing related areas.

Research continues to show that contemporary organisations are looking for individuals who have not only theoretical understanding but also the skills and competencies to apply this knowledge in the international events marketing context. In response to this need, our approach to programme development has been to design a coherent and coordinated series of modules that blend conceptual and theoretical marketing thinking with the opportunity to develop practical insight and application and to participate in an optional events-based work placement.

In this course, students are expected to be independent learners and for many this is a new experience. Therefore the programme includes support not only in developing the academic skills of students as they transition into the programme, but also the skills required for future employment and career development. Most notably, but not exclusively, this occurs in the modules Research Methods for Events and Marketing and Professional and Academic Development. Not only does this support provide an element of additional distinctiveness to this programme, it helps create an overall learning environment in which students can grow in confidence in their own abilities and gain the knowledge and skills needed to meet their own career aspirations.

2.2 Aims of the programme

The MSc International Events Marketing programme provides postgraduate marketing education in the context of the events related industry, to graduates seeking to become professional events-based marketers or who want to develop detailed insight into this business area. This MSc International Events Marketing will take students with a limited knowledge of events marketing to an advanced level of critical understanding of the most important, relevant and current events marketing concepts, approaches and informing frameworks within an international and multicultural context. Students will develop the ability to undertake research on topics relevant to the context and content of international events marketing management.

On successful completion of this MSc programme, students will be able to analyse the international marketing environment from a variety of perspectives and to critically evaluate the relationship between the global events environment, and strategic decision making with a particular emphasis on ethical practice, corporate social responsibility and cultural diversity.

The achievement of these aims will provide our MSc International Events Marketing graduates with the entry level skills and knowledge required to build a range of careers in events marketing management across commercial and non-commercial sectors. The opportunity to choose between the dissertation or client project, will provide the scope for students to develop further their specialist skills and knowledge in an area of particular interest.

SECTION 3: PROGRAMME LEARNING OUTCOMES

On successful completion of the programme, graduates will demonstrate the following Brookes Attributes:

3.1 ACADEMIC LITERACY

1. Critically apply relevant marketing knowledge to a range of complex events.
2. Interpret and apply current marketing theories to professional events practice.
3. Critically evaluate and apply a range of approaches to decision making from an events marketing perspective.
4. Develop event marketing strategy using appropriate marketing planning frameworks and considering contemporary issues.
5. Critically analyse the nature of the changing events environment and its impact on visitors/events participants.
6. Interpret the impact of development in sustainability on event marketing strategy.

3.2 RESEARCH LITERACY

7. Apply appropriate analytical and research tools in the international events environment (also Digital and Information Literacy).
8. Construct creative & innovative complex arguments integrating qualitative and/or quantitative sources.
9. Critically evaluate evidence and the arguments of others using judgement to assess the validity of conclusions drawn.
10. Design and undertake a sustained piece of research on a topic relevant to the context and content of international events marketing (also Digital and Information Literacy).
11. Critically analyse complex marketing research and communicate findings using a range of media e.g. reports, presentations (also Digital and Information Literacy).
12. Apply theories and methodologies underpinning systematic management research and the ethical issues that inform research methods (also Active Citizenship).

3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

13. Make sound and appropriate decisions based on cross cultural, moral, ethical, environmental and legal issues that underpin best practice in the international event sector.
14. Critically assess the work of self and others and conceptualise this into personal development plans.
15. Identify, critically evaluate and maintain capabilities and qualities to support effective communications in international events marketing contexts.
16. Work productively as part of a team and demonstrate the ability to reflect on own role and contribution, including interaction with others.
17. Demonstrate the ability to operate effectively and flexibly whilst working to deadlines.

3.4 DIGITAL AND INFORMATION LITERACY

18. Effectively utilise open access technologies and digital media as tools to aid research, communication and presentation. (also Critical Self-awareness and Personal Literacy).
19. Utilise open access technology effectively, efficiently and flexibly for the purposes of information gathering, collation and analysis, with a view to informing decision making and with appropriate adaptation for the nature of the problem solving task under consideration.

3.5 ACTIVE CITIZENSHIP

20. Identify and evaluate the global environmental influences that impact the international event management sector.
21. Work productively as part of a team in a variety of team structures and facing a variety of types of task.
22. Articulate the value of a strong commitment to personal and corporate ethics, professionalism and social responsibility as an essential foundation for the management and operations of events.
23. Synthesise a cross cultural perspective within global strategic events marketing.
24. Analyse and appraise the impact of the international business environment and considerations of ethics and corporate social responsibility upon decision making from an international marketing management perspective.

SECTION 4: CURRICULUM CONTENT & STRUCTURE

4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:

Code	Module Title	Credits	Level	Status	Coursework: Exam ratio
MARK-7001	Digital and Social Media Marketing Strategy	20	7	Compulsory	100% CW
MARK-7002	Customer Insight & Engagement	20	7	Compulsory	100% CW
MARK-7003	Professional and Academic Development	10	7	Compulsory	100% CW
MARK-7006	Research Methods for Events and Marketing	10	7	Compulsory	100% CW
MARK-7012	Principles of International Events Marketing	10	7	Compulsory	100% CW
MARK-7013	Understanding Customer Behaviour	20	7	Compulsory	100% CW
MARK-7016	Contemporary Issues in Events Management	20	7	Compulsory	100% CW
MARK-7018	Global Marketing Strategy	20	7	Compulsory	100% CW
MARK-7020	Marketing Practice	20	7	Compulsory for Sandwich Mode students only	100% CW
BMGT-7028	Client Project	50	7	Alternative Compulsory	100% CW
MARK-7022	Dissertation for Marketing and Events	50	7	Alternative Compulsory	100% CW
BMGT-7011	International Business in Practice: Study Trip	0	7	Optional	100% CW
BMGT-7036	Independent Study	20	7	Optional	100% CW
INSE-4001	Academic English for Postgraduate Studies	0	4	Optional	100% CW
INSE-4002	Academic English for Postgraduate Research	0	4	Optional	100% CW

4.2 PROGRESSION AND AWARD REQUIREMENTS

For the PG Certificate and PG Diploma there are no compulsory modules. Students must achieve 60 Credits for the PG Certificate and 120 Credits for the PG Diploma from the above list of modules.

Accreditation is being sought from the Chartered Institute of Marketing and the Institute for Direct and Digital Marketing (IDM).

SECTION 5: TEACHING AND ASSESSMENT

5.1 TEACHING AND LEARNING

MSc International Events Marketing is part of a family of five programmes. While other programmes in this family offer the students specialist 'pathways' in digital marketing, brand management or international luxury marketing management, this programme focuses on the marketing of events. Students are expected to select a specialist events marketing area in which they are interested, to explore in their final 'capstone' module (a dissertation or client, project).

The approach to teaching and learning on this programme is progressive, in so much as learning is intended to be developmental and supportive; and inclusive to accommodate the range of learners that this programme caters for. For example, whilst this is a conversion programme, there will be students with varying degrees of previous events marketing exposure (knowledge and/or experience). The international appeal of this programme means that students will also enter the programme with very different prior learning experiences. As such, Research Methods for Events and Marketing has been developed, in part, to extend induction and orientation activities to ease the transition experience. It includes, for example, contextualised academic development sessions such as (level 7) critical thinking, information/database searching and assessment preparation. Professional and Academic Development picks up this support and development in the second and final semester. As the module progresses, it provides students with the opportunity for personalised skills/knowledge reflection and subsequent action-planning, ultimately enabling the student to gain a critical understanding of themselves in relation to their career aspirations. In this sense, the module moves learners through an individualised continuous developmental continuum, from transition in to the programme to preparation beyond graduation.

Teaching methods throughout the programme are student-centred, typically within a lecture/seminar or longer workshop format. Classes involve, for example, tutor input, analysis of case studies, problem-solving activities, presentation of papers, analysis of data for decision making, directed reading and research, student-led discussions and debates, presentations by experts and practising managers, and online market simulations (see Global Marketing Strategy). In both Understanding Customer Behaviour and Global Marketing Strategy include a blended specialist element focusing on events, which supplements a generalist core. There are also opportunities for work-based learning (see Client Project an alternative to the dissertation where you work to a client brief and Marketing Practice). Students are encouraged to contribute through both individual and group activities during classes but also in similar activities outside of normal classroom contact time. For example, students are expected to organise themselves to undertake group or individual research activities, directed reading, assessment preparation, and other autonomous learning activities. The programme has an emphasis on the development and application of research skills, reflecting the view that a successful career is likely to depend increasingly on a capacity for conducting well-grounded empirical and literature-based research and analysis.

5.2 ASSESSMENT METHODS

Assessment methods have been designed to support the teaching and learning process, and where possible provide a vehicle *for* learning rather than an assessment *of* learning (for example the online market simulation on P58816: Global Marketing Strategy). Module-level interactions prepare students for the assessment process through structured activities with both peer and tutor feedback. It is important to help students develop their assessment literacies and ability to make informed judgements, and activities on each module are therefore designed to encourage dialogue between tutors and students so that this can be achieved. The Dissertation and Client Project are self-managed activities organised by students, and supported by a tutor in the role of Supervisor who will provide regular feedback on progress.

In terms of assessment type, students are assessed in a number of ways, including individual and group reports and presentations, portfolios, reflective statements, and open briefs that encourage individual creativity (e.g. Understanding Customer Behaviour). Whilst students are actively encouraged throughout the programme to work in teams to facilitate and enhance their own and collective learning, group work is only summatively assessed in two compulsory modules (Understanding Customer Behaviour, and Global Marketing Strategy). This affords students the opportunity to adequately develop their skills as much as possible prior to assessment, and be rewarded more frequently for their own contributions and individual performance. All assessment aligns with the University's Assessment Compact. Students will be provided with a draft assessment schedule at the beginning of their programme and a confirmed assessment schedule at the beginning of each semester.

In terms of assessment strategy, the programme intentionally has a strong focus on coursework. This is for two main reasons:

- Because of the *applied nature of the programme*, in so much as graduates will be required to produce business reports, deliver individual and group presentations, and prepare marketing plans, and similar, in the workplace. The programme therefore provides the opportunity for students to learn, practice and become confident in creating these common types of business communication methods and outputs.
- In order to *create a 'traditional assessment environment'* (as advocated by Gibbs and Dunbar-Goddet (2007)) which is characterised, in part, by a narrow range of forms. This is so that students can successfully develop their assessment literacies over the (relatively short) duration of their Master's programme.

As students on this programme come from a diverse range of academic backgrounds with varying prior assessment experiences, there is limited time to fully develop their skills and competencies in relation to a wide range of assessment forms. The programme therefore prioritises summative assessments with maximum practical application/value, over other forms such as formal examinations. To minimise the risk of academic misconduct associated with coursework, the majority of the assessment briefs are designed around a particular company or live project scenario, with the programme team using viva voce where possible to verify authenticity. In addition, most modules include a coursework surgery as a compulsory element as part of the support provided for students; this has the added benefit of enabling staff to compare the student's knowledge at surgery with the coursework submitted.

Overall, the programme team aims to provide a learning environment where students feel supported, prepared and confident to readily participate in the learning process. Students will be actively involved with, and contribute to, their own learning through structured and creative activities at module level, and constructive discussions led by tutors and fellow students. Emphasis will be placed upon an applied approach to resolving environmental, managerial and individual marketing issues informed by theoretical models and acquired practice, utilising the accumulated knowledge within the programme community. Assessment, both summative and formative, is central to learning and is seen as a fundamental and integral part of programme design, and one that is intended to shape and develop learning.

5.3 BROOKES ATTRIBUTES:

The development of **Academic Literacy** is embedded within the subject area of the degree and focuses on the learning synthesis of the theories explored and critique of marketing practices. For example, the underpinning knowledge for Principles of International Events Marketing and Understanding Customer Behaviour, covers multi-disciplinary concepts within the marketing field; this enables the student to draw from a range of academic disciplines. This foundation is built on in subsequent modules, and in particular Global Marketing Strategy. The overall aim is for students to engage with and apply events marketing theory in a critical and professional manner. This is possible via the continuous development of their own knowledge, expertise and skills. This enables them to, autonomously, approach new and complex problem-solving with the necessary insight and confidence.

Aspects of **Research Literacy** are embedded within every module. It is most explicit in the compulsory module Research Methods for Events and Marketing, which develops the skills appropriate to undertake either Dissertation, Client Project. Understanding Customer Behaviour necessarily requires students to

research a wide range of issues, particularly those relating to behavioural and communications research.

Much of **Critical Self-awareness and Personal Literacy** is embedded within the Professional and Academic Development module, which supports self-development. PDP is central to this module, and its wider value is continually reinforced. It is the intention of the programme that students will develop the skills required to manage their learning consciously, to assist their academic studies whilst on-programme and to help them longer term in their future careers. As students move through the programme, they are encouraged to recognise and build on individual areas of strength, and identify ways in which they can continue to develop. The initial stages of the first semester encourage students to focus on more academic areas for personal-reflection, moving on to an emphasis on employability and career planning as the programme progresses. Other modules within the programme therefore become, in this context, vehicles or opportunities for continual self-reflection in terms of both the skills and knowledge the student has developed and their individual distance travelled.

An element of **Digital and Information Literacy** is embedded within the curriculum on modules such as Digital and Social Media Marketing Strategy. Students will also develop core skills throughout the programme, such as the ability to search for, retrieve and store information online, and to evaluate online/digital information; communicate and interact effectively online with both tutors and peers; manage group collaborations digitally, using for example Googledocs and discussion boards; completing assessments, for example the on-line simulation for Global Marketing Strategy; and using digital tools/platforms such as the BRISC app (BROOKES Individual Skills Catcher) to reflect on, record and manage learning.

Active Citizenship is again embedded in the programme, in particular Global Marketing Strategy examines the key arguments for ethical and socially responsible marketing policies and practices from a global perspective. Similarly, Understanding Customer Behaviour adopts a responsible/sustainability theme throughout. This attribute is also developed in Customer Insight and Engagement. Students are also encouraged to engage with the wider University and participate in co-curricular activities, such as those offered by OBSEA (Oxford Brookes Social Entrepreneur Awards: see <http://www.brookes.ac.uk/business-and-employers/social-entrepreneur-awards/>).

ASSESSMENT REGULATIONS

The programme conforms to the University's Academic Regulations; section B4 **Specific Academic Regulations for Postgraduate Taught Programmes**

<http://www.brookes.ac.uk/regulations/current/specific/b4/>

The Programme also embeds the principles and practices within the **Brookes Assessment Compact**. Assessments are carefully designed to contribute to formative developmental feedback and can incorporate peer feedback as well. All module guides include specific assessment criteria which are clearly communicated and an assessment calendar is also produced.

<https://www.brookes.ac.uk/ocslcd/consultancy/consultancy-areas/>

SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

A minimum of a second class honours degree (2:2) in any academic discipline, or equivalent overseas degree from a recognised institution or equivalent professional or other qualification.

Those who do not meet any of the above criteria may be eligible for entry, provided they have compensatory work experience. This should include, in particular, further professional training and accreditation and the demonstration of appropriate career development.

This course attracts students from a wide range of backgrounds and nationalities. Applications are welcome from those in work and seeking continuing professional development.

Entry will also be subject to two satisfactory references (one of these must be an academic reference).

Please also see the university's [general entry requirements](#).

English language requirements

If English is not your first language you will need to satisfy the university's English language requirements:

- IELTS minimum level 6.0 (with a minimum of 6.0 in reading and writing, and 5.5 in listening and speaking) or equivalent
- If you have completed your undergraduate degree in the UK (at least one full year of study) you will automatically meet our English language requirements

Please also see the university's [standard English language requirements](#)

6.2 DBS AND OTHER PRE-COURSE CHECKS REQUIRED

Not applicable.

SECTION 7: PREPARATION FOR EMPLOYMENT

The MSc International Events Marketing Programme provides essential knowledge in the Principles of International Events Marketing, Understanding Customer Behaviour, Digital & Social Media Marketing Strategy, Global Marketing Strategy, Research Methods for Events Marketing, Professional and Academic Development, and Dissertation or Client Project in addition to optional modules. The learning outcomes enable our graduates to choose career pathways as follows

Marketing/Business Sector (which covers both Business to Business and Business to Customer disciplines)

- Events Marketing Management
- Customer/visitor Insight and Engagement
- Advertising/Promotion of events
- Ethical/Sustainable Events Marketing
- Non-Profit Organisations
- International Events Marketing
- Marketing Communications / Public Relations for Events
- Market/Marketing Research
- Business Consultancy
- Retailing (online/offline)

LINKS WITH EMPLOYERS

- a. Visiting speakers have included:
 - IBM Marketing Director on client and project management.
 - SEO Executive, White.Net.
 - PR Director and Senior Accounts Director, Freestyle Interactive Digital Agency.
 - Chief Executive Officer (CEO), Purely Group
 - Chief Executive Officer (CEO), Fat Face.
 - Member of the Oxford Institute of Retail Management (OXIRM) at Said Business School, University of Oxford.
 - Marketing Director at Fujitsu.
- b. Work-based learning programme
Students work on real-life case studies and consulting projects as part of various modules. In addition, the modules below provide an opportunity to link theory to practice and develop specific work-based marketing skills.

BMGT-7028 - Client Project

This module provides students with the opportunity to link theory to practice by analysing a real organisational issue from the inside. Students will be tasked with investigating a particular issue and providing a workable approach that can be substantiated. The 'issue' in question may be, for example, a problem that the organisation is currently encountering or their search for future strategic choices. It will provide students with a significant learning and personal development experience.

Students undertaking this module will be governed by the University's rules on confidentiality and ethics. In addition, (subject to discussion with the Programme Lead) students may also be required to agree and sign an organisation's confidentiality agreement.

MARK-7020 Marketing Practice

This module provides students with the opportunity of applying the conceptual knowledge and skills gained in their previous modules, while embedded in an organisational environment. Specifically, students are tasked with conducting an investigative project related to a specific marketing issue. Students hone their analytical and critical skills, while also developing practical skills needed for the job of event marketer, such as exploring how needs are identified, how resources are allocated and used for the purpose of achieving event marketing objectives, and how the success of marketing initiatives is defined and measured. Students will conduct their research while embedded in a professional environment, and, thus, will be able to observe, interact with, and solve problems alongside marketing professionals.

Although the placement is not guaranteed, considerable support is available to students to obtain a placement. If students enroll for the two-year programme and decide not to undertake the placement (or fail to obtain one), they can switch to the one-year non-placement programme. Students in this position would have to complete either the dissertation or the client project, which are both 50-credit modules. These students would have to confirm this programme change before week 4 of their second semester, in order to give them enough time to plan either their dissertation or client project.