



UNIVERSITI TEKNOLOGI MARA

FMA543: MANAGING CULTURAL PROJECTS AND EVENTS

Course Name (English)	MANAGING CULTURAL PROJECTS AND EVENTS APPROVED
Course Code	FMA543
MQF Credit	4
Course Description	This course introduces the principles and procedures involved in managing an event. It gives emphasis to the importance of management and promotion of events in an efficient and professional manner. The students will be taught the principles of planning, designing, communicating and implementing an event. Students will plan activities such as sports, community relations, fund raising, cultural exhibit events or new product/service introduction as one of the requirements of the course. This course is also devised to impact students with the skills and techniques on how to carry out the promotional event as well as planning and executing marketing strategies. So that, they technical proficiency to effectively adjust and excel in the field of event management.
Transferable Skills	<ol style="list-style-type: none">1. Communicate effectively with other2. Perform assigned tasks safely and accurately within a team and participate in group activities to achieve team goals3. Undertake independent and self-directed study and learning4. Recognise and work within the limitations of their own personal and professional skills.
Teaching Methodologies	Lectures, Blended Learning, Case Study, Practical Classes, Tutorial, Discussion, Presentation
CLO	CLO1 Construct a proposal paper for an event. CLO2 Propose some event ideas according to the specific event. CLO3 Prepare and apply managerial skills and organize events professionally and efficiently.
Pre-Requisite Courses	No course recommendations
Topics	
1. The Event Introduction and its Components 1.1) Library Research and Referencing 1.2) Cultural events and festivals	
2. Event and Festival planning process 2.1) Current views of event design 2.2) Concept and theme 2.3) Event staging and logistic	
3. Identifying the Venue 3.1) Cost 3.2) Location 3.3) Services & amenities 3.4) Capacity and minimum 3.5) Layout	
4. Managing People 1 4.1) The event human resource challenge 4.2) Finding the right people	
5. Managing People 2 5.1) Event employee learning & development 5.2) Motivating	

6. Sponsorship 1 6.1) Proposal 6.2) Event sponsorship
7. Sponsorship 2 7.1) Budgeting
8. Marketing and Promotional 8.1) Event marketing planning 8.2) Promotional Tools 8.3) The roles of media in event management
9. Event Health, Safety and Risk Management 9.1) Health and safety legislation 9.2) Health and safety management 9.3) Risk management & assessment
10. Pre – Production 10.1) n/a
11. Production 1 11.1) n/a
12. Production 2 12.1) n/a
13. Post – Production 13.1) n/a
14. SWOT Analysis 14.1) n/a

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Asssignment 2: Individual Portfolio Development	30%	CLO2
	Assignment	Individual Assignment 1: Proposal Paper	30%	CLO1
	Group Project	Group Portfolio Project	40%	CLO3

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Bladen, Charles & Kennel, James 2017, <i>Events Management An Introduction</i>, Routledge New York [ISBN: 978-11389070] • Raj, Razaq & Walters, Paul 2017, <i>Events Management: Principles and Practice</i>, 3rd Ed., SAGE Publications Ltd USA [ISBN: 9781473948280] 	<ul style="list-style-type: none"> • Lynn Van der Wagen & Lauren White 2018, <i>Event Management: For Tourism, Cultural, Business and Sporting Events</i>, 5th Ed., Cengage Learning Australia South Melbourne, Australia [ISBN: 978-017039445] • Bassett, David, Dowson, Ruth 2018, <i>Event Planning and Management: Principles, Planning and Practice (PR In Practice)</i>, 2nd Ed., Kogan Page Limited United Kingdom [ISBN: 978-074948331] • Hassan, Azizul, Sharma, Anukrati 2019, <i>Tourism Events in Asia: Marketing and Development (Routledge Advances in Event Research Series)</i>, 1st Ed., Routledge New York [ISBN: 978-11384769]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources