



**UNIVERSITI TEKNOLOGI MARA**

**CTM533: EVENT AND FESTIVAL MANAGEMENT**

<b>Course Name (English)</b>	EVENT AND FESTIVAL MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	CTM533
<b>MQF Credit</b>	3
<b>Course Description</b>	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. This course is also devised to impart students with the skills and techniques on how to carry out promotional event as well as planning and executing marketing strategies. 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.
<b>Transferable Skills</b>	Able to manage art related events and festivals, able to create new ideas for events and festivals, able to analyse post-event and solve future problems.
<b>Teaching Methodologies</b>	Lectures, Field Trip, Case Study, Practical Classes, Discussion, Presentation, Directed Self-learning
<b>CLO</b>	CLO1 Identify and capitalize on event management principles. CLO2 Design and organize events professionally and efficiently. CLO3 Forecast the trends and opportunities in organizing an event by taking into account the demographic, economic and social factors of the organization they represent.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to the course: Introduction to Events</b> 1.1) A briefing on production organization particularly on event, festival, theater production and any similar.	
<b>2. Event planning process</b> 2.1) Planning for event, element of the event planning process, organization structure	
<b>3. Management</b> 3.1) Definition of management, the evaluation of management theory	
<b>4. Identifying the venues</b> 4.1) Type of event, venues	
<b>5. Presentation 1</b> 5.1) n/a	
<b>6. Managing people</b> 6.1) Human resources planning, motivating staff and volunteer	
<b>7. Organization and communication</b> 7.1) Type of organization, creating a work system, type of communication	
<b>8. Marketing and promotional</b> 8.1) Marketing mix, product planning, pricing, promotion, market research	
<b>9. SWOT analysis</b> 9.1) Strategic marketing; the mission and objectives, SWOT, target market, etc	
<b>10. Media relations and publicity</b> 10.1) Promotion, press conference	
<b>11. Presentation 2</b> 11.1) n/a	

<b>12. Event execution</b> 12.1) Practical
<b>13. Post-event work</b> 13.1) Practical
<b>14. Presentation Feedbacks</b> 14.1) Presentation Groups

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Presentation 1: Students are required to work in research and presentation environment. Students are also required to be engaged with event/festival practical assignments.	20%	CLO3
	Practical	Student participation in project and class activity will be graded accordingly.	60%	CLO2
	Written Report	Students are to write an observation report to record their findings. Students must attend an event to complete this assignment. Observation report must contain a form of comparison and written in academic writing style.	20%	CLO1

<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Dessler, G 2008, <i>Human Resource Management</i>, 11 Ed., Pearson International</li> <li>• Willson J.P. 2003, <i>Human Resource Development</i>, Kogan Page</li> <li>• Glenn McCartney, <i>Event Management</i>, McGraw-Hill Education (Asia) [ISBN: 9780071272155]</li> <li>• Goldblatt, <i>Special Events 6th</i> [ISBN: 9780470449875]</li> <li>• Carolyn Soutar, <i>Staging Events</i>, Crowood Press [ISBN: 1861267274]</li> <li>• Judy Allen, <i>Event Planning Ethics and Etiquette</i>, Wiley [ISBN: 9780470676448]</li> <li>• Anton Shone, Bryn Parry, <i>Successful Event Management</i>, Int. Thomson Business Press [ISBN: 1844800768]</li> <li>• Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, <i>Festival and Special Event Management</i>, John Wiley &amp; Sons [ISBN: 9781742164618]</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	