

Bachelor of Business (Event Management) (Top-Up)

La Trobe University, Australia

Brief Module Outlines

The Event Experience

This subject aims to provide an introduction to the event experience. It will introduce both strategic and operational perspectives. Topics include: introduction to events; strategic management; meanings (inclusive of commemorative events); tourism and events; logistics; project management; HRM and volunteers; community events; business events, and developing sustainable events.

Hallmark Events

This subject investigates and analyses the relationship between events and tourism. Student will learn how and why destinations develop or utilise events with the objective of increasing tourism. There will be a particular focus on Mega and Hallmark Events. Students will explore the issues of using events for the long-term development of destination imaging, events/tourism precincts, events legacy, and events portfolios. Students will also learn about strategic decision-making processes, the development of an events portfolio or program, economic impact statements for events, long-term developments for destination imaging, and the legacy of events/tourism precincts.

Sustainability

This subject introduces you to the concept of sustainability, and a systems approach to understanding the complex interactions between the environmental, economic and social dimensions of sustainability. The subject attracts students from a range of fields, bringing a multidisciplinary team perspective to the researching, analysis and problem-solving aspects of creating positive change for sustainability. In teams, you are required to critique, design and present an action plan aimed at resolving a sustainability issue that has impacts now and for future generations. This subject provides you with the opportunity to enhance, demonstrate and document work-ready skills appropriate to your chosen career path.

Social Media and Relationship Marketing

Social media and relationship marketing is one of the most important areas in marketing today. This subject covers the evolution of communication in a new landscape where traditional and digital media coexist. With an increasing amount of marketing budgets going towards social and unpaid promotion, marketers now face significant challenges in achieving strategic outcomes. You will explore the interaction between traditional and social media, the use of social media platforms (including YouTube, Facebook, Twitter, LinkedIn, Google Plus+, etc.), consumer behaviour in social media, the role of social media in integrated marketing communication campaigns, the metrics and analytics associated with such digital campaigns and the application of Big Data in digital marketing.

Event Planning

This subject provides you with an understanding of the issues and complexities involved in developing and staging community events. The subject allows you to explore how

community organisations and local governments stage events for a range of economic, social and political reasons. The subject uses a triple-bottom line approach to the development of event objectives and you will examine the processes of involving and satisfying a diverse range of event stakeholders with competing interests. This subject allows you to examine the process of developing a strategic plan for creating and running a community event and provide you with a detailed knowledge of the requirements of planning a community event.

Tourism, Hospitality and Event Futures

This cutting edge subject challenges students by anticipating the future of the tourism, hospitality and events sector. By the end of this subject you will be expected to understand the range of factors likely to be influential in the future of this industry. Such factors include the demographic, political, economic and technological changes which will influence the nature, trends and participation in tourism, hospitality and events. These factors are important to be recognised to ensure the long-term sustainability of tourism in different countries and destinations.

Consumer Behaviour

This course provides students with useable, individual, consumer and managerial understanding of consumer behaviour principles. It directly applies concepts, principles, and theories from the various social sciences such as psychology, economics, sociology, cultural anthropology that influence the consumer's decision-making process. The understandings available from the subject empower consumers, marketers, and managers to apply consumer behaviour principles to respectively monitor their own consumption decisions, stimulate consumption, or manage marketing systems.

Social Marketing

In this subject you will learn about social marketing. Social marketing is the application of marketing principles to solve social problems. Increasingly social marketing is developing its own theory base and also drawing on research in allied areas such as health communication. It is increasingly being adopted by governments, non-governments organizations (NGOs) and others institutions around the world as they seek effective solutions relating to social issues and social problems in poverty, public health, road safety, racism and climate communication and change, along with environmental issues. In this subject you will be introduced to the theory and application of social marketing, explaining how techniques such as branding, segmentation and the marketing mix can be used to respond to social and health issues. Working individually and in small groups, you will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks.

Event Project

In this advanced subject you will build on the knowledge you have gained from previous studies in your degree. The subject provides an understanding of the role and process of developing a strategic plan for staging community events. It explores the importance of a triple bottom line approach and the need for event managers to draw on relevant and topical frameworks, theories and issues in the planning and event design process. You will apply the previous knowledge you have acquired to develop your strategic plan and will also produce a media release to promote your event. You will have the opportunity of developing an event.

Volunteer Management

In this subject, you will explore the theory and practice of managing volunteer labour in the community sector. You will learn about the nature and scope of volunteering, the theory and practice of recruiting and the challenges of managing and developing volunteers in a range of sport and other contexts. You will examine specific issues related to the management of volunteers in specialised roles (officials, coaches, administrators and event volunteers) and specific legal issues relevant to volunteers.

Destination Marketing and Management

In this subject you will examine the management and marketing of tourism destinations at supra-national, national, state, regional and local/city levels. You will cover a variety of topics such as the economics of tourism destinations; tourism demand; destination choice behaviour; destination competitiveness; the role of Destination Marketing Organisations (DMOs); and the role of partnerships and alliances to promote the destination; destination image, branding and marketing; sustainable tourism destination development; and strategic planning. You will learn about the important link between destination marketing and strategic planning for development.

Entrepreneurship

This subject offers you the opportunity to use disciplinary knowledge and skills to resolve a business challenge. The subject attracts students from a range of fields, bringing a multidisciplinary perspective to the researching, analysis and problem-solving aspects of the challenge. In teams, you will be required to design entrepreneurship validation tools aimed at creating sustainable value through the provision of a particular product or service to meet an identified market opportunity. The projects aim to enhance the well-being of your community or aim to solve a social, health, economic or environmental problem. The subject is designed to provide you with the opportunity to enhance, demonstrate and document work-ready skills appropriate to your chosen career path.