



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1EM500 Introduktion till Event Management, 15 högskolepoäng

1EM500 Introduction to Event Management, 15 credits

Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2022-01-31

Revised 2022-12-05 by School of Business and Economics. Change of department.
The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements for university studies.

Objectives

Module 1: The hospitality industries today and an overview of travel development, 5 credits

After completing this module the student should be able to:

- generally understand tourism and events as businesses and social phenomena, both nationally and internationally
- give an account of (as popular culture and social phenomena, as well as from cultural analysis and social science perspectives) basic concepts and theories regarding music and events
- broadly describe historical and present travel as well as how general societal development can serve as a model explaining how travel has been shaped
- give accounts of the hospitality industries' cornerstones and definitions as well as of concepts and theories relating to tourism, destinations and events
- give a broad account of theories relating to intersectionality and discuss the latter's role in the hospitality industries and its significance for tourism, destinations and events

Module 2: Sustainability, the hospitality industry and events, 5 credits

After completing this module the student should be able to:

- give an account of sustainability aspects that are central for the tourism, destination and events industries
- broadly describe the global sustainability goals of Agenda 2030 in relation to the hospitality industries
- broadly describe central concepts in sustainability, resilience and climate change and how these may be relevant to hospitality and events

Module 3: Introduction to the music industry, 5 credits

After completing this module the student should be able to:

- demonstrate a basic understanding of the music industry's structure, functions and character
- carry out cultural analyses and, from a cultural analysis perspective, give an account of (as popular culture and social phenomena) music and music events
- give an account of major changes undergone by the music industry and this latter's continuous development resulting from new technology and digitisation

Content

Module 1: The hospitality industries today and an overview of travel development, 5 credits

The module contains:

- the tourism, destination and event industries' cornerstones and definitions
- travel development – an overview
- mobility, events and destinations
- experiences as cultural-societal phenomena

Module 2: Sustainability, the hospitality industry and events, 5 credits

The module contains:

- sustainability aspects of: tourism; the hospitality industry; and, music and popular culture events
- factors that affect experiences
- climate and global sustainability goals
- social and cultural driving forces

Module 3: Introduction to the music industry, 5 credits

The module contains:

- an introduction to music industry characteristics – scope, particularities, functions and players as well as historical development
- based on, amongst other things, concepts such as taste, style, image, identity, authenticity, genre, subculture, art, entertainment, mainstream, independent, etc., people's attitudes to: popular culture and music events; and, popular music's various guises and symbolism
- introduction to music industry change and development in respect of digitisation, digital technology and digital distribution

Type of Instruction

The teaching consists of lectures and seminars

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Module 1: The hospitality industries today and an overview of travel development, 5 credits

The module is examined through a written examination (5 credits).

Module 2: Sustainability, the hospitality industry and events, 5 credits

The module is examined through a written examination (5 credits).

Module 3: Introduction to the music industry, 5 credits

The module is examined through a written examination (3 credits) and a report (2 credits).

The following applies to all modules:

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

The grade of the course is a combined assessment from the grades of the various course modules. The combined assessment is based on the grades and the scope of the course (number of credits). The more extensive a module is, the greater impact it will have on the final grade. Module grades with the grading scale between G-U will not be considered into the combined assessment. However, a G is required for each of the modules in order to receive a final course grade.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1MM500 and 1MM501 with 15 credits each.

Module 1: 1TR512:1 and 1TR513:1 with 5 credits each.

Module 2: 1TR512:2 and 1TR513:2 with 5 credits each.

Required Reading and Additional Study Material

Required reading

Bjällesjö, J. *Rock'n'roll i Hultsfred - Ungdomar, festival och lokal gemenskap*. Båstad:

Hammarlins bokförlag. Latest edition. About 200 pages.

Ehn, B. Löfgren, O. *Kulturanalyser*. Lund: Gleerups. Latest edition. About 170 pages.

Wikström, P. *The Music Industry*. Cambridge: Polity Press. Latest edition. About 200 pages.

Additional study material

Durmér, H., Johnsen, Å., Lundquist, B., & Löfvander, E. (2002). *Den Svenska Musikbranschen – funktionerna, aktörerna och popundret*. B-uppsats Music Management. Baltic Business School. Kalmar Högskola. 26 pages.

Compendium and scientific articles. About 250 pages.

Self chosen literature, chosen in consultation with teacher for the group assignment and the individual assignment. About 400 pages.

Reference literature

Beebe, R. (Red.). *Rock over the Edge – Transformations in Popular Music Culture*. Duke University Press. Latest edition. About 390 pages.

Bennett, A. & Peterson R. A. . *Music Scenes: Local, Translocal & Virtual*. Vanderbilt University Press. Latest edition. About 270 pages.

Friedlander, P. *Rock and Roll: A Social History*. Boulder, Colorado: Westview Press. Latest edition. About 360 pages.

Frith, S., Straw, W. & Street, J. *The Cambridge Companion to Pop and Rock*. Cambridge: Cambridge University Press. Latest edition. About 320 pages.

Gay, L. C. Jr., Lysloff Rene T. A. & Ross, A. *Music and Technoculture*. Wesleyan University Press. Latest edition. About 350 pages.

Gendron, B. *Popular Music and the Avant-Garde: Between Montmartre and the Mudd Club*. Chicago: Chicago University Press. Latest edition. About 400 pages.

Gillett, C. *The Sound of the City: The rise of Rock and Roll*. New York: Da Capo Press. Latest edition. About 540 pages.

Gradvall, J. (Red.). *Fem meter upp i luften – en antologi om popmusik*. Smedjebacken: Nordstedts förlag. Latest edition. About 350 pages.

Gronow, P. & Saunio, I. *An International History of the Recording Industry*. London & New York: Cassel. Latest edition. About 290 pages.

Hesmondhalgh, D. & Negus, K. *Popular Music Studies*. London: Arnold Publishers. Latest edition. About 290 pages.

Hull, G. P. *The Recording Industry*. London & New York: Routledge. Latest edition. About 340 pages.

Löwstedt, A. & Alexanderson, P. (Red.). *Livet är en fest*. Stockholm: Ordfront i samarbete med P3 och P4, Sveriges radio. Latest edition. About 240 pages.

Shuker, R. *Key Concepts in Popular Music*. London: Routledge. Latest edition. About 400 pages.

Strage, F. *Mikrofonkåt*. Stockholm: Atlas. Latest edition. About 360 pages.

Szatmary, D. *A time to rock – A social history of rock'n'roll*. London: Prentice Hall. Latest edition. Selected parts about 200 pages.

Waxer L. A. *The city of Musical Memory: Salsa, Record Grooves and Popular Culture in Cali, Colombia*. Wesleyan University Press. Latest edition. About 420 pages.

Whiteley, S. *To much to young: Popular Music, Age and Gender*. London & New York: Routledge. Latest edition. About 260 pages.