



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1EM604 Mega Events and Hallmark Events, 7,5 högskolepoäng

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Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2022-09-05

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

Prerequisites

At least 15 credits from following courses:

- Introduction to Event Management 15 credits,
- Digital Distribution, Technology and Communication 7.5 credits,
- Festivals and Music Related Events 7.5 credits,

and English 6, or the equivalent.

Objectives

After completing this course the student should be able to

- describe and reflect on the cultural significance of mega and hallmark events
- describe and reflect on the planning, political, and urban contextual processes and factors related to mega and hallmarks event production
- demonstrate the ability to identify, formulate and analyze problems related to the production and management of mega and hallmark events
- demonstrate knowledge of current research related to hallmark and mega events

Content

The course contains:

- the cultural significance of mega and hallmark events as an institutional force that can effect changes in the society
- the connection of mega and hallmarks events to the concept of experience
- planning and evaluation of mega and hallmark events
- the vulnerabilities of mega and hallmark events in terms of economic, social and environmental sustainability

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.

The course is examined through a written examination (4.5 credits) and a report (3 credits).

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 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.

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 or shortly after the course, a course evaluation should be conducted. The result and analysis of the course evaluation should be promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time should be informed of the result at the course introduction. The course evaluation is anonymous.

Other

When the language of instruction is English, examinations will be conducted in English.

Required Reading and Additional Study Material

Required reading

Roche, M. *Mega-events and social change: Spectacle, legacy and public culture*. Manchester University Press. Latest edition. About 330 pages.

Additional Study Material

Additional literature and teaching materials are provided via the learning platform. About 350 pages.