



## Course syllabus

School of Business and Economics  
Department of Marketing and Tourism Studies

1EM720 Event management - fältarbete, teori i praktisk tillämpning,  
30 högskolepoäng

Event Management - Fieldwork, Applied studies, 30 credits

### **Subject**

Other Subjects within Social Science

### **Level**

First cycle

### **Progression**

G1F

### **Date of Ratification**

Approved 2026-03-11.

The course syllabus is valid from autumn semester 2026.

### **Prerequisites**

Event Management 20 credits and English 6/English level 2, or the equivalent.

### **Objectives**

After completing this course the student should be able to:

- describe research trends and key concepts in event management
- plan and carry out a fieldwork period during which an empirical problem is analysed and presented in a written report

### **Content**

The course covers the following areas and concepts:

- contemporary challenges and opportunities in event management

## Type of Instruction

The teaching consists of seminar, report writing and practical fieldwork

## Examination

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

The course is examined through individual written assignments 10 credits and an individual written internship report 20 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.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

## Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

## Required Reading and Additional Study Material

Scientific articles. About 1000 pages.