## Module CatalogueArchitecture and CitiesUndergraduate Study Abroad 2024/5Semester 1

**Any students interested in Architecture modules should contact the Education Abroad Team (educationabroad@westminster.ac.uk) as we may be able to suggest a pathway for you**

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** | **Credit Equivalency** |
| --- | --- | --- | --- | --- | --- |
| **Tourism** |
| 4EVMN001W | [Understanding Events](#4EVMN001W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5EVMN001W | [Marketing Tourism and Events](#5EVMN001W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5EVMN004W | [Event Production and Technology](#5EVMN004W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5TOUR003W | [Heritage Tourism](#5TOUR003W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6EVMN008W | [Events for Culture and Society](#6EVMN008W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6TOUR003W | [The Politics of Tourism](#6TOUR003W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |

\* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

## Tourism

### Understanding Events

[**Module Code: 4EVMN001W**](#4EVMN001W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module explores the events industry, examining the historical role played by events in society and the structure of the event industry today. Supply and demand issues are assessed by studying key categories of the event industry: - corporate events, cultural festivals and sporting events. It considers the impacts of the events industry and responses to ameliorate problems caused when hosting events. It also explores the changing market for events and the introduction of technology to enhance their success.
**Assessment:** Essay (60%), Presentation Group (40%)
\*All transcripts are issued in UK credits.

### Marketing Tourism and Events

[**Module Code: 5EVMN001W**](#5EVMN001W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***Pre-requisite: Previous tourism studies background required.***
This module considers the principles of marketing in the context of tourism and event services. It considers how the marketing mix is applied in practice to tourism and events, for example the components of the product, traditional and digital marketing communications, and how people and process are used effectively in different tourism and event contexts A range of practical activities are incorporated into teaching and learning sessions to engage students in marketing activities in practice and these will be tailored to the focus of each course
**Assessment:** Presentation Group (50%), Essay (50%)
\*All transcripts are issued in UK credits.

### Event Production and Technology

[**Module Code: 5EVMN004W**](#5EVMN004W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

The module with provide students with theoretical and practical knowledge in live communication production. Students will be taught about the event conceptualisation process and the implementation of production elements – lighting, sound, audio-visual, props and staging – to deliver successful events. Other types of production and event delivery technology such as Auto CAD and various software types in use byindustry will be covered too. There will be opportunities to apply the practical skills learned on the module by producing one complex and four simple events.
**Assessment:** Coursework Group (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Heritage Tourism

[**Module Code: 5TOUR003W**](#5TOUR003W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***Pre-requisite: Previous tourism studies background required.***
This module will introduce students to a distinctive and important sector of the tourism industry with the objective of developing an understanding and appreciation of the fundamental role which heritage attractions, and the heritage environment, play in successful destination development and planning. The focus of the module is on the tourist-historic city, and makes full use of London as a unique urban heritage destination. The breadth of the subject means that the module has had to be selective in the areas covered but it provides a pathway to the understanding of other modules such as Cities and Consumption.
**Assessment:** Presentation Group (30%), Coursework (70%)
\*All transcripts are issued in UK credits.

### Events for Culture and Society

[**Module Code: 6EVMN008W**](#6EVMN008W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***Previous tourism/event studies background required***
This module explores the fascinating dynamics between events and the social world. It seeks to understand how festivals, leisure and life stage events contribute to the places and peoples that are engaged in their production and consumption. We consider the ways in which we can go beyond the ‘how to’ of events management to fully understand events as a socio-cultural phenomenon, and explore the range of theoretical perspectives that can assist us in developing a broader critical perspective on the impact of events in society. We will draw on a diverse set of concepts that look beyond the immediate events management literature to fully situate events within the context of lived experience.

The content of the syllabus will draw on the critical turn in event studies; it will be dynamic and will partly reflect timely issues that are affecting and shaping the events sector. As such, the syllabus will likely shift from year to year and will be decided upon in collaboration with students using a co-creative negotiated learning approach.
**Assessment:** Coursework Group Practical (30%), Essay (70%)
\*All transcripts are issued in UK credits.

### The Politics of Tourism

[**Module Code: 6TOUR003W**](#6TOUR003W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module critically examines theories, concepts and emerging discourses relating to the politics of tourism. Case study material from around the world is used to explore the context for decision making about tourism, considering the implications of politics, ethics, power, governance and globalisation. The module explores corporate social responsibility and investigates complex relationships between tourism and other phenomena. Case study material is used to evaluate the relationship between theory and practice and to explore practice around the world.
**Assessment:** Presentation Group (40%), Essay (60%)
\*All transcripts are issued in UK credits.