MMCC3035

Performance and Event Production

Session 2, Weekday attendance, North Ryde 2021

Department of Media, Communications, Creative Arts, Language and Literature

Contents

Disclaimer

Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of units with mandatory on-campus classes/teaching activities.

Visit the MQ COVID-19 information page for more detail.

General Information

Unit convenor and teaching staff
Convenor
Jon Burtt
jon.burtt@mq.edu.au
Contact via via email
10 HA 158
please email for consulation

Credit points
10

Prerequisites
Pre-requisite 130cp at 1000 level or above

Corequisites

Co-badged status

Unit description
This unit provides students with applied knowledge in the area of performance and event
management in the performing arts and entertainment industries including talent
management, marketing, social media strategies, event planning, production, publishing and
distribution in both live events and the growing area of online arts and entertainment. This unit
will develop your management skills in a broad range of contexts across performance and
event management in the performing arts and entertainment industries including corporate
and online events. No prior experience of the performing arts and entertainment industries is
required.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are
available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: analyse discipline-specific creative, managerial, production and communication
skills.

ULO2: apply concepts, theories and frameworks across management and event
production in the creation of an event.

ULO3: manage resources effectively.

ULO4: work effectively in collaborative creative teams from initial concept to realisation.

General Assessment Information

Attendance It is vitally important for all students to attend/view online lectures and attend all the tutorials for this unit either in face-to-face or online formats. Lectures and tutorials deliver critical unit content central to meeting the learning outcomes in the course. Tutorials provide time for students to discuss ideas with each other and at times to develop work in groups, and through that process develop networks, explore different perspectives, and gain collaborative skills. Tutorials also facilitate time for students to access the assistance of the convenor and allows students to benefit from feedback on their work.

Independent Work Students are expected to work independently outside of scheduled tutorial times when they are working on all assessments. For example, students in this course will need to do their own reading of relevant texts and at times liase and work with group members outside scheduled class time.

Assessment standards Assessment standards which are used to evaluate students' work in the assessment tasks are laid out in the assessment rubrics. Detailed information will be provided in class and available from iLearn.

Referencing Style The preferred referencing style for this unit is APA. Other styles such as Harvard may be used as long as all necessary information is provided and a consistent approach is taken.

Electronic Submissions Assessments for this unit are to be submitted online via 'Turnitin' which can be accessed through the MMCC3035 iLearn website. Detailed information will be provided in class and available from iLearn.

Feedback Feedback will be given to students in tutorials in face-to-face and online formats, and also in the form of text comments in Turtinin. Students can also book a Zoom consultation via email, and can contact the convenor directly via email or through the contact teaching staff direct private link on the ilearn page.

Specifically for the Plan to Realisation assessment feedback will be delivered in the tutorials in face-to-face and online formats and via Turnitin for the group presentation (weighting of 30% of the assessment), and via Turnitin for the individual report (weighting of 70% of the assessment). For the Case Study assessment feedback will be delivered via Turnitin and also whole class feedback will be delivered in a debrief in the tutorials in face-to-face and online formats.

Late Submission Penalty

Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects LATE SUBMISSION OF ASSIGNMENTS.

The Faculty policy in relation to late assessment submissions is as follows:

Unless a Special Consideration request has been submitted and approved, (a) a penalty for

lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.

To be very clear:

Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example, if you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment. If your assignment is more than 7 days late (including weekends), you will get 0 for your assignment. These are serious penalties that will substantially alter your final grade and even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply:

https://students.mq.edu.au/study/assessment-exams/special-consideration

Assessment Tasks

Name	Weighting	Hurdle	Due
Plan to realisation	55%	No	Group presentn 28/10/21; Individual 11.55pm 7/11/21
Case Study	45%	No	11.55pm 12/9/21

Plan to realisation

Assessment Type [1]: Project
Indicative Time on Task [2]: 46 hours
Due: **Group presentn 28/10/21; Individual 11.55pm 7/11/21**
Weighting: **55%**

Groups apply knowledge to create a comprehensive management and production plan to organise an event from concept to hypothetical realisation. Students work on individual plans discussing their role in an event management team in relation to the group project. Refer to iLearn for further information.

On successful completion you will be able to:
- analyse discipline-specific creative, managerial, production and communication skills.

- apply concepts, theories and frameworks across management and event production in the creation of an event.
- manage resources effectively.
- work effectively in collaborative creative teams from initial concept to realisation.

Case Study

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 40 hours
Due: **11.55pm 12/9/21**
Weighting: **45%**

Students analyse and evaluate concepts, theories, and frameworks in an industry case study. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse discipline-specific creative, managerial, production and communication skills.

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[1] If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Writing Centre for academic skills support.

[2] Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Online lectures and face-to-face and online tutorials begin in Week 1 (Thursday 29/7/21) and run from Week 1 - 12 inclusive.

Technologies Used and Required This Unit has an online presence in ilearn. You will require access to a computer and internet. All MMCC3035 material will be uploaded to the MMCC3035 ilearn unit page every week.

Readings All required reading list texts will be available via 'Unit Readings - Leganto' on the MMCC3035 ilearn page.

Unit Schedule

Online lectures and face-to-face and online tutorials begin in **Week 1** (Thursday 29/7/21)and run from Week 1 - 12 inclusive.

Tutorials will take place in face-to-face format at 10 Hadenfeld Ave, Macquarie University, Room 184 The Dance Studio, and in synchronous online format via Zoom.

Topics covered in this unit aim to contribute to the development of applied knowledge in the area of performance and event management across a broad range of contexts in the performing arts and entertainment industries including corporate and online events. Seminars include lectures and discussions around event objectives, users and stakeholders, budgets, design, planning, management, ethics, risk assessment, and delivery and evaluation.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy

Students seeking more policy resources can visit Student Policies (https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.