MMCC3035

Performance and Event Production

Session 2, Online-scheduled-weekday 2023

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

Contents

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General Information

Unit convenor and teaching staff
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Tutor
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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.

Independent Work Students are expected to work independently in individual assessments and in their group project assessments outside of scheduled tutorial times. 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 aligned with the assessment rubrics. Detailed information will be provided in class and available from iLearn.

Referencing Style The referencing style for this unit is APA 7. see https://apastyle.apa.org/instructional-aids/reference-examples.pdf

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 50% of the assessment), and via Turnitin for the individual report (weighting of 50% of the assessment). For the Case Study assessment feedback will be delivered in the tutorials in face-to-face and online formats and via Turnitin

Late Assessment Submission Penalty Unless a Special Consideration request has been submitted and approved, **a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted,** up until the 7th day (including weekends). After the 7th

day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to non-timed sensitive assessment (incl essays, reports, posters, portfolios, journals, recordings etc). **Late submission of time sensitive tasks** (such as tests/ exams, performance assessments/presentations, scheduled practical assessments/labs etc) **will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.**

Assessment Tasks

Name	Weighting	Hurdle	Due
Case Study	45%	No	23:55 11/9/2023
Group presentation and report	55%	No	Presentation in-class 19/10/23; Report 23:55 3/11/23

Case Study

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 40 hours
Due: **23:55 11/9/2023**
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.

Group presentation and report

Assessment Type [1]: Project
Indicative Time on Task [2]: 46 hours
Due: **Presentation in-class 19/10/23; Report 23:55 3/11/23**
Weighting: **55%**

Groups apply knowledge to create a comprehensive management and production plan to organise an event from concept to hypothetical realisation in the form of a group presentation. In a written report students discuss their role 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.

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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

Lectures and Tutorials will commence in **Week 1.**

Delivery: Synchronous online lecture via Zoom, Thursdays 10am-11am. A weekly tutorial will be delivered (see MQ timetables). See iLearn for further details.

Technologies used and required: This unit has an online presence in iLearn. You will need access to a computer and an internet connection. The unit iLearn page can be accessed at https://ilearn.mq.edu.au/ All relevant MMCC3035 online material will be available via the unit iLearn page. This is your starting point for all information and should be consulted each week so you will be able to keep up to date with all unit online content and catch up with any notifications.

Unit Readings: Required and recommended readings are available in iLearn and through the Leganto link.

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

- Assessment Procedure
- Complaints Resolution 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

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

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

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support

- Accessibility and disability support with study

- Mental health support

- Safety support to respond to bullying, harassment, sexual harassment and sexual assault

- Social support including information about finances, tenancy and legal issues

- Student Advocacy provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

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.