



MMCC3035

Performance and Event Production

Session 2, In person-scheduled-weekday, North Ryde 2026

School of Humanities

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	4
<u>Policies and Procedures</u>	5

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General Information

Unit convenor and teaching staff Jon Burt jon.burt@mq.edu.au
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 the planning, managing, and delivering of events. This unit will develop management skills in a broad range of contexts including art and entertainment-based, cultural, and corporate events in in-person, live, and hybrid formats. 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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Hypothetical event presentation	30%	No	in class week 7 10/9/2026	Individual and Group	No	Observed
Case Study	30%	No	11/10/2026	Individual	Yes	Open
Inperson event presentation	40%	No	in class W12 29/10/2026	Individual and Group	No	Open

Hypothetical event presentation

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 27 hours

Due: **in class week 7 10/9/2026**

Weighting: **30%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Observed

Groups present an event management and production plan for a hypothetical event. Refer to iLearn for further details.

On successful completion you will be able to:

- apply concepts, theories and frameworks across management and event production in the creation of an event.
- manage resources effectively.

Case Study

Assessment Type ¹: Professional task

Indicative Time on Task ²: 27 hours

Due: **11/10/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

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

Inperson event presentation

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 34 hours

Due: **in class W12 29/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Open

Students work in cross disciplinary teams to manage, produce, and present an inperson performance event. Refer to iLearn for further details.

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.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

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 liaise 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>

Presentations and Electronic Submissions Assessment outcomes for this unit are in the form of presentations (Hypothetical Event Presentation; and Inperson Event Presentation), and a written submission (Case Study Report). Students submit via 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 Turnitin. 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.

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.**

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.s.mq.edu.au\)](https://policies.s.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 \(https://students.mq.edu.au/support/study/policies\)](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 \(https://policies.mq.edu.au\)](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 connect.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/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [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 the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit <https://students.mq.edu.au/support/technology/service-desk>.

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.

Unit information based on version 2026.02 of the [Handbook](#)