FESTIVAL AND EVENT MANAGEMENT, MAJOR (0306)

Western Sydney University Major Code: 0306

Available to students in other Western Sydney University Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

This major combines social science, business and public relations subjects to provide students with the knowledge and skills required to organise, manage and promote festivals and events. Students will learn about the social and cultural significance of festivals and events, and the roles and responsibilities of a variety of stakeholders. The major also explores the important role festivals and events play in tourism and visitor economies. Students who choose to complete the Visitor Economy Professional Placement subject will complete a work placement with a festival/event organiser, providing a stepping-stone to employment.

Campus	Mode	Advice
Parramatta City	Internal	Dr Garth Lean (https://directory.westernsydney.edu.au/search/name/garth%20lean/)
Parramatta - Victoria Road	Internal	Dr Garth Lean (https://directory.westernsydney.edu.au/search/name/garth%20lean/)

Work Integrated Learning

The Major has a 20 credit point pool subject (TOUR 3003 Visitor Economy Professional Placement) that incorporates a Work Integrated Learning through supervised industry placements. The subject is approximately 231 hours (including a placement with an industry host, professional development and workshops), during which time students gain work-ready skills and undertake professional tasks.

The subject coordinator will work closely with placement providers to ensure appropriate workplace supervision. The process of liaison involves site visits and meetings. These meetings allow the subject coordinator to discuss: specific details about the placements, the criteria for accepting students, placement constraints and the required procedures for student engagement and management during their placement (e.g. induction, supervision, evaluation, patterns of work, special requirements). During the placement weeks, the subject coordinator will engage in one-on-one student supervision and host liaison management (via zoom/Skype for international placements). The placement weeks also include a suite of evaluation processes throughout, including a mid-year and end of year evaluation undertaken by the host provider, and a mid-year review conducted by the subject coordinator (either online or face-to-face).

Major Structure

Students must complete 80 credit points as follows.

Complete the following compulsory subjects.

Subject	Title	Credit Points
TOUR 1003	Global Trends in Tourism and Events	10
COMM 2015	Events Management	10
TOUR 2004	Tourism and Festivals in Society	10
TOUR 3006	Festivals and Events	10
BUSM 3065	Special Event Management	10
TOUR 3001	Tourism, Events and Technology	10
Total Credit Points		**60**

Students must also complete 20 credit points from the following pool.

Subject	Title	Credit Points
Select 20 credit points of the following:		20
MKTG 1006	Marketing Principles	
HUMN 2073	Issues in Contemporary Heritage	
TOUR 3002	Cultural Tourism and Events	
TOUR 3003	Visitor Economy Professional Placement	
Total Credit Points		**20**

Equivalent Subjects

The subject listed below counts towards completion of this major for students who passed this subject in 2022 or earlier.

CULT 3015 - Heritage and Tourism, replaced by TOUR 3002 Cultural Tourism and Events

BUSM 3072 - Tourism Industry Professional Placement, replaced by TOUR 3003 Visitor Economy Professional Placement

HUMN 2057 - Tourism in Society, replaced by TOUR 2004 Tourism and Festivals in Society

BUSM 3079 - Travel in the Digital Age, replaced by TOUR 3001 Tourism, Events and Technology

TOUR 2001 Issues in Contemporary Heritage, replaced by HUMN 2073 (https://hbook.westernsydney.edu.au/archives/2022-2023/search/?P=HUMN%202073) Issues in Contemporary Heritage

TOUR 1002 - Tourism and Global Trends, replaced by TOUR 1003 (https://hbook.westernsydney.edu.au/archives/2022-2023/search/?P=TOUR%201003) Global Trends in Tourism and Events

Bachelor of Arts/Bachelor of Creative Industries (1842) (https://hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelor-arts-bachelor-creative-industries/)

Bachelor of Communication/Bachelor of Creative Industries (1840) (https://hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelor-communication-bachelor-creative-industries/)

Bachelor of Creative Industries (1838) (https://hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelor-creative-industries/)

Bachelor of Design/Bachelor of Creative Industries (1839) (https://hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelor-design-bachelor-creative-industries/)

Bachelor of Music/Bachelor of Creative Industries (1841) (https://hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelor-music-bachelor-creative-industries/)

Bachelor of Tourism and Event Management (1916) (https://hbook.westernsydney.edu.au/archives/2022-2023/programs/bachelor-tourism-event-management/)