

## EMT401 Special and Mega Events

**Level:** 4

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

### Synopsis:

EMT401 Special and Mega Events will equip students to analyze the place of mega and iconic events within the market place. It will include: categories of mega events, history of mega events; mega events and society; the role of government in the bidding process; mega events as a mechanism for economic and business development; external factors influencing events; mega events as a driver for change.

### Topics:

- Classification and Characteristics of Special and Mega events
- Costs and Benefits incurred by Host Cities: Sociological, Economic, and Political Significance of Bids
- Marketing for International Events
- Management and Operations for International Events
- Role of Government and Citizen Involvement
- International Events and Impact on Global Media
- Case study: National Day Parade
- Case study: Festive Celebrations - Christmas/ New Year
- Case study: Great Singapore Sale
- Case study: Singapore APEC
- Case study: Singapore Asian Games and Youth Olympics
- Case Study: Singapore General Elections

### Learning Outcome:

- Categorize and explain the characteristics of special and mega events
- Compare different special and mega events
- Appraise international events and its impact on global media
- Analyze the place of mega and iconic events within the market place
- Plan and manage special and mega events
- Evaluate the costs and benefits incurred by host cities of special and mega events

### Assessment Strategies (Evening Class):

| Components                    | Description               | Weightage Allocation (%) |
|-------------------------------|---------------------------|--------------------------|
| Overall Continuous Assessment | TUTOR-MARKED ASSIGNMENT 1 | 10                       |
|                               | TUTOR-MARKED ASSIGNMENT 2 | 20                       |
| Overall Examinable Components | Written Exam              | 70                       |
| <b>Total</b>                  |                           | <b>100</b>               |

