MARK5820
Event Management & Marketing

Course Outline
Semester 1, 2015

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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS
Lecturer-in-charge: Dr Ting Yu
Room: Quad 3015
Phone No.: (02) 9385 3242
Email: ting.yu@unsw.edu.au
Consultation: Tuesday 3:00 - 4:00 pm or by appointment

2 COURSE DETAILS

2.1 Teaching Times and Locations
Lectures start in Week 1 (to Week 12): The Time and Location are:
Wednesday 6pm-9pm, Central Lecture Block (CLB) 3.

2.2 Units of Credit
The course is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course
The role of events in modern consumer society has become sufficiently mainstream for particular consideration to be now given to their management and marketing. They often have significance to broader organisational marketing strategy and are supportive of a range of other marketing strategies. The rewards for successful event management and marketing can be great.

The course examines the place of a range of events in the broader economy. It explores the types, purpose, importance of events i.e. meetings, conventions, exhibitions, sporting, cultural and other events. It analyses the impacts of events on the local and wider community and economy – economic, environmental social/ cultural and political - and the implications of these impacts for sustainable business development. The course emphasises the management and marketing of events through the whole process from the initial idea and feasibility study to post event evaluation. We look at modern method and technologies better facilitating that success and we look ahead to future forces and trends in event management and marketing.

2.4 Course Aims and Relationship to Other Courses
This course builds upon and extends the marketing concepts, frameworks and models covered in other marketing courses specific to significant events. A prerequisite/corequisite for this course is MARK5800, MARK5801, or MARK5813 (OR enrolment in program 7291 or 5291 or 8291).

The aims of this course are:
- To introduce students to the unique characteristics of managing and marketing events whether they form an integral part of an organisation’s overall marketing strategy mix or whether conducting that event is the organisation’s sole purpose;
To give students knowledge and skills for analysing how, when, and where to optimally access the benefits and mitigate the risk when managing and marketing significant events; and

To enable students to develop and critically evaluate event marketing plans.

2.5 Student Learning Outcomes

By the end of this course, you should be able to:

1. explain the importance of efficient, targeted marketing and best practice management of events so as to optimise benefit and mitigate risk from conducting such events;
2. explain how Event Marketing Managers build and sustain brand strength from conducting such events;
3. apply tools, techniques and frameworks to identify effective event management and marketing strategies and tactics;
4. analyse event management and marketing problems and identify appropriate tactics to resolve such problem(s);
5. communicate strategies to resolve event management and marketing issues; and
6. collaborate effectively to identify approaches to enhance event management and marketing for optimal outcome.

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all postgraduate coursework students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

For more information on the Postgraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.

Business Postgraduate Coursework Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have current disciplinary or interdisciplinary knowledge applicable in local and global contexts.
   You should be able to identify and apply current knowledge of disciplinary or interdisciplinary theory and professional practice to business in local and global environments.

2. Critical thinking and problem solving: Our graduates will have critical thinking and problem solving skills applicable to business and management practice or issues.
   You should be able to identify, research and analyse complex issues and problems in business and/or management, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective communicators in professional contexts.
   You should be able to:
   a. Produce written documents that communicate complex disciplinary ideas and information effectively for the intended audience and purpose, and
   b. Produce oral presentations that communicate complex disciplinary ideas and information effectively for the intended audience and purpose.
4. **Teamwork:** Our graduates will be effective team participants. 
You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. **Ethical, social and environmental responsibility:** Our graduates will have a sound awareness of ethical, social, cultural and environmental implications of business issues and practice. 
You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Consider social and cultural implications of business and/or management practice.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business postgraduate coursework students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
</tbody>
</table>
| 1 Knowledge                          | 1. Explain the importance of efficient, targeted marketing and best practice management of events so as to optimise benefit and mitigate risk from conducting such events  
2. Explain how Event Marketing Managers build and sustain brand strength from conducting such events.  
3. Apply tools, techniques and frameworks to identify effective event management and marketing strategies and tactics | • Class Participation  
• Group Presentation  
• Article Critique  
• Final Exam |
| 2 Critical thinking and problem solving | 4. Analyse event management and marketing problems and identify appropriate tactics to resolve such problem(s) | • Group Presentation  
• Article Critique  
• Class Participation  
• Final Exam |
| 3a Written communication              | 5. Communicate strategies to resolve event management and marketing issues | • Article Critique  
• Final Examination |
| 3b Oral communication                 | 5. Communicate strategies to resolve event management and marketing issues | • Group Presentation  
• Class Participation |
| 4 Teamwork                           | 6. Collaborate effectively to identify approaches to enhance event management and marketing for optimal outcome | • Not specifically assessed. |
| 5a. | Ethical, social and environmental responsibility | 1. Explain the importance of efficient, targeted marketing and best practice management of events so as to optimise benefit and mitigate risk from conducting such events  
4. Analyse event management and marketing problems and identify appropriate tactics to resolve such problem(s) | Not specifically assessed. |
| --- | --- | --- | --- |
| 5b. | Social and cultural awareness | 1. Explain the importance of efficient, targeted marketing and best practice management of events so as to optimise benefit and mitigate risk from conducting such events  
4. Analyse event management and marketing problems and identify appropriate tactics to resolve such problem(s) | Not specifically assessed. |

### 3 LEARNING AND TEACHING ACTIVITIES

The course will be conducted on a lecture, case discussion, theory application exercise, and group presentation basis.

Lectures are structured to outline the key concepts, elements, and frameworks used in the event management and marketing field. Relevant theories are discussed according to each lecture topic. In addition, examples of existing marketing practices and relevant video supplements will be provided to enhance student learning.

Appropriate case discussion and theory application exercises are designed to assist students to:
- apply the concepts in the text and readings to a practical example;
- enhance critical thinking and analysis skills;
- enhance presentation skills; and
- engage with others in the class.

Group presentation and group work are used so that students have an opportunity to further engage with their peers and to improve their presentation skills. It also:
- develops students' collaborative skills (e.g. conflict management and resolution; accepting intellectual criticism; flexibility; negotiation and compromise) and teamwork skills (skills in working within team dynamics; leadership skills);
- facilitates students learning from one another, and benefiting from activities that require articulation and testing of your knowledge; and
- provides an opportunity for students to clarify and refine their understanding of concepts via discussion and rehearsal with peers.

Students are encouraged to be aware of their surrounding environment and work cohesively in their assigned groups during class exercises and group presentation. These are generic skill that will help with future courses and career development.
Mobile devices are not allowed to be used in class (unless the instructor indicates otherwise) – surfing and texting emerge as an inevitable and regrettable result, and is highly distracting for everyone.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:
- Achieve a composite mark of at least 50; and
- Achieve at least 50% in final exam; and
- Attend at least 80% of all lectures (as per university regulations).

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>15%</td>
<td>-</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>25%</td>
<td>20-25 minutes (plus at least 10 minutes Q&amp;A)</td>
<td>(To be determined in week 1)</td>
</tr>
<tr>
<td>Article Critique - Individual Paper</td>
<td>10%</td>
<td>500 words</td>
<td>17:00, Wednesday, 1 April 2015</td>
</tr>
<tr>
<td>Final Exam (open book)</td>
<td>50%</td>
<td>3 hours</td>
<td>University Exam Period</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Quality Assurance**
The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

**Attendance**
Students are expected to attend all lectures (arrive on time and do not excuse yourself before the class is complete). As per university guidelines, a minimum of 80% attendance is required in order to pass the course.

4.2.1 Class Participation (15%)

Your participation includes the responsibility to share understanding and judgment with the class in order to advance the group's collective skills and knowledge. This means I will need your active participation to make the class a rewarding experience for everyone. Read the materials assigned for every class, thoroughly prepare cases, take part in pertinent discussions, listen to others with respect, and generally take part and you will be rewarded.
4.2.2 Group Presentation (25%)

You are to make an in-class presentation based on the study of two chosen events. You are not required to provide any written work for this part of the assessment, however you will be expected to supply the lecturer in charge with a hard copy of PowerPoint slides and/or any handouts/overheads that you use during the presentation at least 10 minutes before the presentation starts. All group members must actively participate during the presentation. **Your presentation will be stopped immediately it goes beyond 25 minutes.**

**Presentation Time:** 20 - 25 minutes, plus at least 10 minutes for questions. **Your presentation will be stopped immediately it goes beyond 25 minutes.**

4.2.3 Article Critique - Individual Paper (10%)

**Due date:** 17:00, Wednesday, 1 April 2015  
**Word limit:** 500 words (All included except UNSW assignment cover sheet, references and appendices)

**Submission:** To Turnitin via Moodle

The article to be critiqued will be revealed in the first week of the lecture. There are some basic questions to guide your critique of the journal article:

1. What is the purpose of this article? What problem or issue does it address?  
2. What are the major arguments and findings?  
3. How does this article contribute to your overall understanding of event management and marketing? Do you agree or disagree with the major arguments and findings presented in this article, and why?  
4. What problems or concerns are you left with?

4.2.4 Final Exam (open book) (50%)

The final exam will take place in the formal examination period at the end of the session and is worth 50% of the total marks for this course. It will be a 3-hour, open book exam. It will be comprehensive in nature and will draw on work covered in lectures, discussions, textbook material and course readings. The final exam aims to test students’ understanding and application of event management and marketing theories covered during the semester. It thus contains theory application questions. Details on specific topics on the exam will be discussed in week 12. **YOU MUST SCORE 50 POINTS OR MORE (100 POINTS IN TOTAL) IN THIS FINAL EXAM IN ORDER TO PASS THE COURSE.**

The final exam will be organised by the UNSW exam unit. The time and location of the final exam will be announced once the university exam timetable is released. No early examinations are possible. When the provisional examination timetable is released, ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. All exams are scheduled and conducted in accordance with the UNSW Rules for the Conduct of Examinations and it is the student’s responsibility to be familiar with these rules.
4.3 Assignment Submission Procedure

Article Critique – Individual Paper must include a cover sheet and be signed by the student. The School or Marketing Assignment Cover Sheet can be found at:

https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf

Students MUST submit individual paper through the course website. The originality of the assignments will be checked with Turnitin™. Students are able to check the similarity index and resubmit their papers until the deadline. Note, however, that students are responsible for planning ahead and allowing sufficient time to view their similarity index. Students are also advised to submit their papers during working hours so as to receive any technical support if necessary – technical difficulties will not be accepted as a valid reason for late submission. More information on Turnitin™ can be found at: http://teaching.unsw.edu.au/turnitin-students.

4.4 Late Submission

Late submission of written assignments will attract a penalty of 10% per day (including weekends) or part thereof. Assessment items submitted more than five days after the due date will be awarded zero marks. Your written assignment will be considered late after a 10 minute grace period. Consistent with business etiquette, group presentation must begin on time. If a group member is absent, the group will proceed without the group member. Absent student(s) will receive a zero for the presentation.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

5 COURSE RESOURCES

MARK5820 uses Moodle for posting course materials such as course outline, principle lecture slides, major announcements etc. The website for this course is on Moodle at: http://moodle.telt.unsw.edu.au

(A) Prescribed Text:

The text required for this course is available at UNSW bookshop and library:


(B) Recommended Texts and Readings:

As well as the prescribed textbook, there are many other reference sources including chapters within textbooks and scholarly journals you can read to refine your leaning:


6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW’s Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through the end of semester CATEI evaluations.
# 7 COURSE SCHEDULE

Lectures start in Week 1 and finish in Week 12.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Text Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 4 March 2015</td>
<td>Overview and Sustainable Event Management</td>
<td>Ch. 1-3</td>
</tr>
<tr>
<td>Week 2 11 March 2015</td>
<td>Developing an Event Concept</td>
<td>Ch. 4</td>
</tr>
<tr>
<td>Week 3 18 March 2015</td>
<td>Event Marketing (1)</td>
<td>Ch. 5</td>
</tr>
<tr>
<td>Week 4 25 March 2015</td>
<td>Event Marketing (2)</td>
<td>Ch. 5</td>
</tr>
<tr>
<td>Week 5 1 April 2015</td>
<td>Event Sponsorship</td>
<td>Ch. 6</td>
</tr>
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</table>

Mid-semester break: Good Friday 3\textsuperscript{rd} April -Sunday 12\textsuperscript{th} April 2015

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<tr>
<th>Week</th>
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<tr>
<td>Week 6 15 April 2015</td>
<td>Event Staffing and Human Resource Management Issues</td>
<td>Ch. 9-10</td>
</tr>
<tr>
<td>Week 7 22 April 2015</td>
<td>Event Logistics</td>
<td>Ch.11, 16</td>
</tr>
<tr>
<td>Week 8 29 April 2015</td>
<td>Financial and Legal Consideration</td>
<td>Ch.7, 12-13</td>
</tr>
<tr>
<td>Week 9 6 May 2015</td>
<td>Production and Theming</td>
<td>Ch. 15</td>
</tr>
<tr>
<td>Week 10 13 May 2015</td>
<td>Risk and Emergency Service Management</td>
<td>Ch. 8, 17</td>
</tr>
<tr>
<td>Week 11 20 May 2015</td>
<td>Monitoring Performance and Continuous Improvement</td>
<td>Ch. 14</td>
</tr>
<tr>
<td>Week 12 27 May 2015</td>
<td>Review and Wrap-up</td>
<td>Ch. 1-17</td>
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\(^1\) The textbook chapter readings are an indication only. To obtain a deeper understanding of each topic, it is important that students read additional papers and books that are related to each topic. A list of recommended journals and additional texts are listed under “Course Resources”. 
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g., be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

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b. Consider social and cultural implications of business and/or management practice.

9 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz:
https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students ‘Managing your Program’ webpages: https://student.unsw.edu.au/program.

10.1 Workload

It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

10.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: https://student.unsw.edu.au/attendance
10.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.4 Occupational Health and Safety
UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://www.ohs.unsw.edu.au/.

10.5 Keeping Informed
You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11 SPECIAL CONSIDERATION

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General Information on Special Consideration:

1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: https://student.unsw.edu.au/special-consideration

2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.

4. Decisions and recommendations are only made by lecturers-in-charge.

5. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.

6. Special consideration requests do not allow lecturers-in-charge to award students additional marks.

Requests for special consideration for Final Exams:
The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:
1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.

2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 50% of total marks in each assessment item specified in the course outline Part A and meeting the obligation to have attended 80% of the classes.

3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

**Special consideration and the Final Exam:**

Where a student is granted a supplementary examination as a result of a request for special consideration, the student’s original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If you attend the regular final exam, you are extremely unlikely to be granted a supplementary exam. Hence if you are too ill to perform up to your normal standard in the regular final exam, you are strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. You would still need to satisfy the criteria stated above.

**12 STUDENT RESOURCES AND SUPPORT**

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
  https://www.business.unsw.edu.au/students/resources/learning-support
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**
  https://www.business.unsw.edu.au/students/resources/student-centre
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**
  For online help using Moodle, go to: https://student.unsw.edu.au/moodle-support. For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre**
  www.lc.unsw.edu.au
  Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**
  http://info.library.unsw.edu.au/web/services/services.html
- **IT Service Centre:** Provides technical support for problems logging in to websites, downloading documents etc. [https://www.it.unsw.edu.au/students/index.html](https://www.it.unsw.edu.au/students/index.html) Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.

- **UNSW Counselling and Psychological Services** [https://student.unsw.edu.au/wellbeing](https://student.unsw.edu.au/wellbeing) Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418.

- **Student Equity & Disabilities Unit** [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au) Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au