

SQA ADVANCED UNIT SPECIFICATION

GENERAL INFORMATION

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| Unit code: | HW7P 48 |
| Unit title: | Event Management in Sport |
| Superclass category: | MA |
| Publication date: | November 2017 |

DESCRIPTION

GENERAL COMPETENCE FOR UNIT: Developing the knowledge necessary to design, promote, manage and evaluate a sports event.

OUTCOMES:

On successful completion of the unit the learner will be able to:

1. describe the skills and processes involved in the design of a sports event
2. describe the procedures involved in the promotion and marketing of a sports event
3. participate in the planning, promotion and management of a sports event
4. evaluate the management and marketing of a sports event

CREDIT VALUE: 1 SQA Credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from National 1 to Doctorates.

ACCESS STATEMENT: Access is at the discretion of the presenting centre. However, it may be beneficial if the candidate has knowledge of basic sport development.

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SQA Advanced unit specification: Statement of standards

Unit code: HW7P 48

Unit title: Event Management in Sport

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

DESCRIBE THE SKILLS AND PROCESSES INVOLVED IN THE DESIGN OF A SPORTS EVENT

PERFORMANCE CRITERIA

- (a) The identification of the skills required by the organisational team to successfully manage an event is comprehensive.
- (b) The description of the process necessary to manage a sports event is comprehensive and appropriate to the event.
- (c) The outline of legal and safety considerations is comprehensive and appropriate to the selected event.

EVIDENCE REQUIREMENTS

Written and/or oral evidence that the candidate can describe the skills and processes involved in the design of a sports event.

OUTCOME 2

DESCRIBE THE PROCEDURES INVOLVED IN THE PROMOTION AND MARKETING OF A SPORTS EVENT

PERFORMANCE CRITERIA

- (a) The identification of the range of available publicity opportunities is comprehensive.
- (b) The description of promotional and marketing methods which could be applied to a selected event is comprehensive and appropriate to the type of event selected.

EVIDENCE REQUIREMENTS

Written and/or oral evidence that the candidate can identify and describe the promotion and marketing of a sports event.

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OUTCOME 3

PARTICIPATE IN THE PLANNING, PROMOTION AND MANAGEMENT OF A SPORTS EVENT

PERFORMANCE CRITERIA

- (a) Planning of a schedule for the operation of a sports event is accurate in accordance with a given brief.
- (b) Planning and preparation of promotional materials for the marketing of a sports event is complete and in accordance with a given brief.
- (c) Participation in the management of a sports event is effective in the terms of designated duties.

EVIDENCE REQUIREMENTS

Performance evidence that the candidate can effectively participate in the planning, promotion and management of sports event.

OUTCOME 4

EVALUATE THE MANAGEMENT AND MARKETING OF A SPORTS EVENT

PERFORMANCE CRITERIA

- (a) The appraisal of the operation and marketing of a sports event is comprehensive in terms of client satisfaction, costs and use of resources.
- (b) The evaluation of personal performance in contributing to the management of an event is comprehensive.

EVIDENCE REQUIREMENTS

Performance evidence that the candidate can evaluate the management and marketing of a sports event to cover all the performance criteria.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

EQUALITY AND INCLUSION

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when

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planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website:

www.sqa.org.uk/assessmentarrangements.

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FURTHER INFORMATION: Call SQA's Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our [Centre Feedback Form](#).

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SQA Advanced unit specification: Support notes

Unit code: HW7P 48

Unit title: Event Management in Sport

This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE

This unit has been designed for those who wish to develop a knowledge in running a sports event. The candidate will be able to design, promote, manage and evaluate a sports event.

CONTENT/CONTEXT

All outcomes and performance criteria will be related to the development of necessary knowledge required in the design, marketing, operation and evaluation of a sports event.

It is expected that candidates will form small organisational groups each of which will undertake an event selected by the group and organised externally. In house events are not acceptable for the level of event. The event should be of sufficient stature to allow meaningful participation in its organisation by all group members and to allow all performance criteria to be met.

The delivery mechanisms of the unit will utilise current international research and developments in sport. This would enable candidates to broaden their perspective and lead towards a more comprehensive understanding of sport in the UK.

Delivery materials can draw upon the extensive range of international information currently available, for example, journals of sport, the internet, international conferences, networks.

ASSESSMENT PROCEDURES Centres may use the instruments of assessment which are considered by tutors to be the most appropriate.

REFERENCES

1. Guide to unit writing, SQA, 2011 (Code: AA5396).
2. Guide to assessment, SQA, 2017 (Code: AA4147).
3. Guide to certification, SQA (Code: F025).
4. Notes for unit writers, SQA, 2011 (Code: AA5396).

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