

Event Management and Marketing

BA (Hons)

First Year (Level 4)

Semester A	The Global Event Industry	Economics for Business	Study and Research Skills for the Event Industry	Principles of Marketing (CIM)
Semester B	Creativity, Technology and Innovation	Introduction to Marketing Communications	Media Design for Event Management	Data Analysis for Tourism and Event Management

Second Year (Level 5)

Semester A	Strategic Marketing Planning	Career Planning in the Event	Risk Management and Security for Events	Managing People
Semester B	Impacts of Events and Festivals	Event Planning and Community Engagement	Product Innovation International	Enterprise

Placement Year (Optional)

12-month work placement or two semesters study abroad or one semester study abroad and 6-month work placement.

Placement companies might typically include: SAP (UK) Ltd, The Walt Disney Company Ltd, Cummins Power Generation Ltd, GlaxoSmithKline and Boots.

Final Year (Level 6)

Semester A	Sporting Events and Sport Tourism	Strategic Brand Marketing	Policy, Politics and Events	Market and Social Research
Semester B	Forecasting Methods for Managers	Business, Tourism and Events	Contemporary Research Themes in Event Studies	

subject to update from time to time.