MSc INTERNATIONAL EVENTS MANAGEMENT

YOUR PROGRAMME IN FOCUS

SEMESTER 1
- Professional and Academic Development
- Finance and Accounting for Business
- Principles of International Event Marketing
- Research Methods for Events and Marketing
- Developing the Sustainable Event
- Contemporary Issues in Events Management

SEMESTER 2
- Digital Marketing and Analytics
- Delivering the Sustainable Event (Practical)
- Leadership and Management International Perspectives
- Dissertation or Client Project

YEAR 2 SEMESTER 1
- Work Placement
- OR
- Finance and Accounting for Business
- Principles of International Event Marketing
- Research Methods for Events and Marketing
- Developing the Sustainable Event
- Contemporary Issues in Events Management

For further information on any of our Postgraduate Programmes telephone: +44 (0) 1865 485858 or email: business@brookes.ac.uk

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