

MSc INTERNATIONAL EVENTS MARKETING

YOUR PROGRAMME IN FOCUS

SEMESTER 1	Professional and Academic Development	Principles of International Event Marketing	Customer Insight and Engagement	Research Methods for Events and Marketing	Contemporary Issues in Events Management
SEMESTER 2		Digital and Social Media Marketing Strategy	Global Marketing Strategy	Understanding Customer Behaviour	Dissertation or Client Project (The deadline is at the end of September, one year after the start of the programme)
SUMMER					
YEAR 2	Events Practice (Sandwich Mode 1 Year)				

For further information on any of our Postgraduate Programmes
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