BA (Hons) MARKETING AND EVENTS MANAGEMENT
SINGLE HONOURS

First Year - Study 8 module credits
- Marketing in Context (2 module credits)
- Marketing Research
- Developing and Planning Events
- Foundations for Academic Success (2 module credits)
- Accounting and Financial Information
- Context of Hospitality Global Tourism and Events

Second Year - Study 8 module credits
- Sustainable Event Project, Risk and Performance Management (2 module credits)
- Exploring and Enhancing Employability in Events Management
- Digital Marketing
- Integrated Marketing Communications
- Festival and Cultural Events Management
- Research Methods

Third Year
Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

Fourth Year - (Third Year if not undertaking a Work Placement) - Study 8 module credits
- Strategic Marketing Management (2 module credits)
- Event Management in Practice (2 module credits)
- Professional Practice
- Choose 3 module credits from List A

Optional modules List A
- Contemporary Consumer Behaviour
- Contemporary Issues in Marketing Management
- Contemporary Issues in Responsible Leadership
- Dissertation in Business and Marketing
- Management or Events Management (2 module credits)
- Independent Study
- International Marketing
- Marketing Analytics

MODULE KEY
- COMPULSORY
- WORK PLACEMENT
- HONOURS

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