BA (Hons) MARKETING AND EVENTS MANAGEMENT
SINGLE HONOURS

First Year - Study 8 module credits
- Marketing in Context (2 module credits)
- 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
- Integrated Marketing Communications
- Principles of Event Marketing
- Digital Marketing
- Festival and Cultural Events Management
- Research Methods

Third Year
- Optional Work Placement Year (includes a compulsory non-credit 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 honours module credits)
- Event Management in Practice (2 honours module credits)
- Professional Practice (1 honours module credit)
- Choose 2 modules from Lists A or B
- Choose 1 module from List B

Optional modules List A
- Applied Financial Skills
- Business Strategy for Competitive Advantage
- Creativity and Innovation
- Customer Experience Management
- Environmentally Sustainable Business
- Food, Drink and Culture
- Independent Study in Business
- Product and Brand Management

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

MODULE KEY
- COMPULSORY
- OPTIONAL
- WORK PLACEMENT
- HONOURS

As our courses are reviewed regularly as part of our quality assurance framework, the module lists you choose from may vary from the ones shown here.