

MSc INTERNATIONAL EVENTS MARKETING

September entry

YOUR COURSE IN FOCUS

SEMESTER 1	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)	Professional and Academic Development
SUMMER					
YEAR 2	Marketing Practice (Sandwich Mode 1 Year)				

For further information on any of our Postgraduate Programmes
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