

Marketing and Events Management

BA (Hons) SINGLE HONOURS

YEAR 1

Marketing in Context
(2 module credits)

Developing Academic Skills

Developing Marketing Skills

Marketing Research

Developing and Planning Events

Accounting and Financial Information

**Contexts of Hospitality
Global Tourism Events**

YEAR 2

Managing the Sustainable Event Project
(3 module credits)

Integrated Marketing Communications

Principles of Events Marketing

Festival and Cultural Events Management

Digital Marketing

Research Methods

YEAR 3

Optional Work Placement Year

(includes a Placement Search and Preparation module in Year 2)

YEAR 4

Contemporary Issues in Responsible Leadership
(2 module credits)

Strategic Marketing Management
(2 module credits)

Professional Practice in Events Management

Dissertation

Choose 3 optional modules from the list:

Environmentally Sustainable Business

Managing the Customer Experience

Dissertation in Business and Marketing Management or Events Management (2 module credits)

Independent Study

International Marketing

Marketing Analytics