# MSc INTERNATIONAL EVENTS MANAGEMENT

September entry

## YOUR COURSE IN FOCUS

### SEMESTER 1
- Finance and Accounting for Business
- Principles of International Event Marketing
- Research Methods for Events and Marketing
- Developing the Sustainable Event
- Contemporary Issues in Events Management

### SEMESTER 2
- Digital and Social Media Marketing Strategy
- Delivering the Sustainable Event (Practical)
- Leadership and Management International Perspectives

### SUMMER
- Dissertation or Client Project
  (The deadline is at the end of September, one year after the start of the programme)
- Professional and Academic Development

### YEAR 2
- Marketing Practice (Sandwich Mode 1 Year)

For further information on any of our Postgraduate Programmes
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www.brookes.ac.uk/business

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