

Global Event Management

MSc (September entry – full-time/sandwich)

	SEMESTER 1	SEMESTER 2	SUMMER
YEAR 1	<p>Global Visitor Economy</p> <p>Digital Marketing and Consumer Experience</p> <p>Global Events and Society</p> <p>Research Methods</p>	<p>Global Event Operations</p> <p>Mentoring and Leadership Development</p> <p>Dissertation <i>or</i> Client Project</p>	
	<p>You must select one elective in Semester 1 <i>or</i> Semester 2 from:</p>		
	<p>Revenue Management</p>	<p>Film-induced Tourism</p>	
	<p>Tourism Innovation and Entrepreneurship</p>	<p>Planning and Delivering the Sustainable Event</p>	
	<p>Professional Development (Compulsory ONLY for Sandwich Mode)</p>	<p>Dark Tourism</p>	

For further information on any of our Postgraduate Programmes
 telephone: **+44 (0) 01865 485858**
 or email **hospitality@brookes.ac.uk**
www.brookes.ac.uk/hospitality

Global Event Management

MSc (January entry – full-time/sandwich)

	SEMESTER 2	SUMMER	SEMESTER 1
YEAR 1	Global Events Operations	The Global Visitor Economy	Global Events and Society
	Research Methods	Digital Marketing and Consumer Experience	
	Mentoring and Leadership Development	Dissertation <i>or</i> Client Project	

You must select **one** elective in Semester 1 *or* Semester 2 from:

Film-induced Tourism

Planning and Delivering the Sustainable Event

Dark Tourism

Revenue Management

Tourism Innovation and Entrepreneurship

Professional Development
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