

## Events and Festival Management (3rd year entry)

Queen Margaret University

### Content

Years Three and Four will deepen your understanding of how events and festivals relate to national and international strategic issues, such as how cities use events for image development and investment purposes. You will look at audience development and engagement, why do some ideas catch on instantly when others fade into obscurity? This is when you will refine the focus of your learning, choosing the elective modules that you are most passionate about. You will undertake a consultancy project for an events industry partner.

If you continue to honours, you will develop leadership skills in international events and examine how events contribute to social justice. You will complete a dissertation in an area of your choice and undertake a placement within the events industry, preparing you for graduation and your future career.

### Start Date

October

### Qualification

Degree

### Study Method

Full time

### Award Title

BA/BA Hons

### UCAS Code

N291

### Course Length

2 years

### Faculty

School of Arts, Social Sciences and Management

### Department

Management

### Entry Requirements

2023 entry requirements:  
Relevant HND

## SCQF Level

9/10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

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## Website

[www.qmu.ac.uk](http://www.qmu.ac.uk)