

## Events and Festival Management

Queen Margaret University

### Content

Year 1: Introduction to Events and Festival Management; Introduction to Marketing; Events and Festival Destination Development; Introduction to Finance and Accounting; Digital Content Creation; Events and Wellbeing.

Year 2: Events and Festival with Purpose; Events and Festival Project Management, Design and Operation; Business Law; Marketing in Practice; Human Resource Management; Digital Business & E-Commerce Management; Live Event: Production and Evaluation.

Year 3: Research Methods and Skills; New Enterprise Creation; Events and Urban Regeneration; Consumer Decision Making and the Event Experience; Plus 2 elective modules (Attractions Management; Advertising and Marketing Communications; Contemporary Food and Drink; Entrepreneurial Finance).

Year 4: International Events and Festival Employability; Strategy as Practice; Critical Issues in International Management; International Events Leadership and Social Justice; Dissertation; Business Project.

### Start Date

October

### Qualification

Degree

### Study Method

Full time

### Award Title

BA/BA Hons

### UCAS Code

N291

### Course Length

3 - 4 years

### Faculty

School of Arts, Social Sciences and Management

## Department

Management

## Entry Requirements

2021 entry requirements:

4 Highers at BBBC (standard entry) or BCCC (widening access entry) plus English and Maths or Applications of Maths at National 5.

For entry to year 2 you must have 2 Advanced Highers at BC plus Highers at BB (in different subjects).

## SCQF Level

9/10

## Address

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Musselburgh  
East Lothian  
EH21 6UU

## Website

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