

Events Management

Glasgow Clyde College

Venues

Anniesland Campus

Content

This course gives you the skills and knowledge to pursue a career in the events industry and to provide means of access to higher levels of education in this area.

Year 1:

An Introduction to the Events Industry; Organising an Event; Conferences: An Introduction; Marketing: An Introduction; Live Performance Events; Food and Beverage Events; Work Experience; Culture of Customer Care; Event Legislation: Safety and Licensing; Event Budgeting and Funding; Events: Graded Unit; Using Software Application Packages; Communication Skills; Event management Graded Unit.

Year 2:

Managing an Event; Music Industry Promotions; Managing a Sporting or Fitness event; Public Relations; Entrepreneurship in Creative Industries; Human Resources in Event Industry; Event Legislation: Contracts and Protection; Managing Financial Resources in Hospitality; Marketing Planning; Sustainable Development of Events; Issues and Influences in Event Management; Events Management: Graded Unit 2.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Event Management

Entry Requirements

1 Higher plus 3 subjects at National 5 including English; or relevant NC or NQ. You will attend for interview. Relevant HNC will give you entry to year 2.

SCQF Level

8

Progression Routes

Glasgow Caledonian University – BA (Hons) International Events Management. Year 3 of BA Events Management at the University of the West of Scotland. Year 3 of BA Events and Festival Management at Edinburgh Napier University.

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