

# International Event and Festival Management

Edinburgh Napier University

## Venues

Craiglockhart Campus

## Content

You'll develop skills such as formulating policy and planning for the future, as well as developing your softer skills in the likes of time management, project management, and formal presentations.

You'll also develop business and marketing skills that relate specifically to the design, management and evaluation of large and small-scale events and festivals with an international focus.

Through lectures, guest speakers and case studies, you'll develop an advanced understanding of the contemporary issues and key concepts involved in the international festival and event industry.

Modules include:

Business Skills for Tourism, Hospitality and Event Management; Case Studies in International Tourism; Contemporary Issues in Festivals and Events; Contemporary Issues in Hospitality Management; Destination Marketing; Developing Intercultural Competence in the Workplace; Dissertation; Experience Design and Management for Tourism, Hospitality and Events; Festival and Event Management; International Business Event Management; International Sales Management; Managing Heritage Tourism; Managing International Hospitality Organisations; Natural Area Tourism; New Venture Planning; Professional Selling and Sales Strategies; Research Methods; Tourism Concepts and Issues ;Tourism, Society and Visual Culture.

## Start Date

September, January

## Qualification

Postgraduate Master's

## Study Method

Full time

## Award Title

MSc

## Course Length

1 year (September) 18 months (January)

## Department

Tourism, Hospitality, Festival and Events Management

## Entry Requirements

You'll need a 2:2 Honours degree, or equivalent, in any discipline.

## SCQF Level

11

## Website

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