

International Hospitality Management

Robert Gordon University

Content

Year 1:

Marketing, Tourism Hospitality Environment and Industry, Visitor Experience Management, Food and Beverage Operations, Working in Hospitality Environments.

Year 2:

A selection of modules including: Food and Beverage Management, Brand Management, Live Hospitality, Corporate and Association Events Management, Digital Media Platforms and Practices, Hotel Operation Management, The Tourism Product: Local and Global, Study Abroad.

Year 3:

A selection of modules including: Business Ideas and Opportunities, Events Management, Ethics and the Consumer, Placement, Tourism Destination Development, Public Relations Strategy and Specialisms, Consumer Behaviour, Hotel Operation Management, Workplace Experience, Management Practice and Reflective Learning, Event Impact and Legacy, Management in Practice – Hospitality and Tourism, Critical Approaches to Cultural Studies, Management Practice and Reflective Learning, Study Abroad.

Year 4:

Managing Strategy for Hospitality, Hospitality Contract Management, Research Methods, Future Tourism, Lifestyle Consumption and Experience Economies, Consumer Psychology, Leisure Tourism: Theory and Application, Managing Strategy for Hospitality, Research Project, Business Creativity, International Marketing.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N221

Course Length

4 years

Department

School of Creative and Cultural Business

Entry Requirements

2023 entry requirements

Standard entry: 4 Highers at BBCC

Widening access entry: 3 - 4 Highers at BCC or CCCC

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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Website

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