

Events Management

Robert Gordon University

Content

Year 1:

The Events Industry: Context and Operations; Marketing; Managing in the Creative Industries; Industry Experience Portfolio 1 (workplace experience); Service Sector Management; Adventure and Activity Tourism; Digital Media Platforms and Practices.

Year 2:

Brand Management; Corporate Events Management; Advertising Communication; Industry Experience Portfolio 2 (workplace experience); Consumer Behaviour; Tourism Destination Management; Risk, Sponsorship and Fundraising; Sustainable Tourism.

Plus one option from: Sustainable & Ethical Tourism; The Tourism Product: Local or Global.

Year 3:

Public Relations Strategies and Specialisms; Business Ideas and Opportunities; Ethics and the Consumer; Event Impact and Legacy; Live Festival Management; Industry Experience Portfolio 3 (workplace experience); Critical Approaches to Cultural Studies.

Year 4:

Lifestyle Consumption and Experience Economies; The Main Event; Research Methods; Research Project; Business Creativity.

Plus one option from: Consumer Psychology; Future Tourism; Leisure Tourism: Theory and Application.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N820

Course Length

4 years

Department

School of Creative and Cultural Business

Entry Requirements

2020 entry requirements:
4 Highers at BBBB including English or another English based subject.

SCQF Level

10

Address

Garthdee House
Garthdee Road
Aberdeen
AB10 7QB

Website

www.rgu.ac.uk