

Events Management

Robert Gordon University

Content

YEAR 1

Marketing, Industry Experience Portfolio, The Events Industry: Context and Operations, Visitor Attractions and Experience, Adventure and Activity Tourism, Digital Media Platforms and Practices, Managing in the Creative Industries.

YEAR 2

Tourism Destination Development, Leisure and Society, Corporate and Association Events Management, Study Abroad, Integrated Marketing Communications, Consumer Behaviour, Industry Experience Portfolio, Risk, Sponsorship and Fundraising in the Events Industry, Sustainable and Ethical Tourism or The Tourism Product: Local and Global.

YEAR 3

Business Ideas and Opportunities, Ethical and Sustainable Consumption, Events in the Creative Industries (Direct Entry Only), Study Abroad, Industry Experience Portfolio, Public Relations Strategy and Specialisms, Live Festival Management, Event Impact and Legacy, Critical Approaches to Cultural Studies.

YEAR 4

The Future of Tourism, Hospitality and Events, Lifestyle Consumption and Experience Economies, Research Methods, Research Project, Live Client Event Project 1: Planning and Delivery, Live Client Event Project 2: Analysis and Evaluation, and options from the following: Consumer Psychology, Leisure Tourism: Theory and Application.

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

2024 entry requirements

Standard entry: 4 Highers at BBCC

Widening access entry: 3 - 4 Highers at BBC or CCCC including English or an English based subject

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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