

## International Tourism & Marketing Management (3rd year entry)

Edinburgh Napier University

### Venues

Craiglockhart Campus

### Content

With its high profile history, outstanding attractions and world famous festivals, Edinburgh is a popular destination for travellers and tourists from all over the world. Tourism-based businesses flourish here making it an ideal place to study international tourism and marketing management.

This course offers you the opportunity to combine the study of international tourism with a focus on marketing management and how to apply this to roles within the tourism sector.

Year 3: International Tourism Policy and Planning; Global Service Management; International Marketing Live Project and one option, or Work-Based Learning ( 24-week work placement).

Year 4: Leadership, Innovation and Technology for Tourism, Hospitality and Events; International Destination Management; Marketing Management in Practice; One option; Dissertation.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### UCAS Code

NN58

### Course Length

2 years

### Department

Tourism, Hospitality, Festival and Events Management

## Entry Requirements

Relevant HND

## SCQF Level

10

## Website

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