

International Festival and Event Management and Marketing

Edinburgh Napier University

Venues

Craiglockhart Campus

Content

This course will teach you how to plan, design, market, operate and develop events, as well as how these events can be used to help local economies and communities. With options of a 24-week work placement and study abroad, this course offers excellent preparation for your career in festivals and events management.

Content:

Your first year will give you an introduction to key themes and concepts relevant to the operational aspects of event management, in a broader context of related industries. You will also learn mainstream business skills to help develop your knowledge of how businesses work.

In year two you will learn about event design, and are assessed in a practical module. Other topics include sports events, and the management of venues and other facilities, which helps build on your foundation from year one.

The first half of year three sees you put events in their broader political context, as well as focusing on conferences and corporate events. The second half of year three has an industry focus, when you will either complete a 24-week work placement, or a consultancy based Live Project.

Your final year is focused on your dissertation, a large-scale piece of independent academic research. Other modules focus on event sustainability, and strategic management.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N835

Course Length

4 years

Department

Tourism, Hospitality, Festival and Events Management

Entry Requirements

2027 entry requirements

Standard entry:
4 Highers at BBBC.

Widening access entry:
4 Highers at BCCC.

For entry to year 2 you must have 3 Advanced Highers at BBC.

SCQF Level

10

Combination Courses

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Address

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Website

www.napier.ac.uk