

# 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

2026 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