

## Event Management

City of Glasgow College

### Venues

City Campus

### Content

This 2 year course is designed for those seeking a career in event management. Throughout this course, you will cover a wide range of subjects ensuring a good knowledge base, alongside relevant practical skills necessary for a successful career in the exciting, dynamic events sector.

Additionally, this course can be undertaken as part of the GCU Pathways Option - BA (Hons) International Events and Tourism Management. Pathway students apply for and enrol in the undergraduate BA (Hons) International Events and Tourism Management at Glasgow Caledonian University.

What you study.

Year 1:

Communication: Practical Skills; Conferences: An introduction; Digital Culture: Online Communication; Event Budgeting and Funding; Event Legislation: Safety and Licensing; Events industry: An Introduction; Organising an Event; Events Principles and Practices of Sustainable Events; Events: Graded Unit 1; Exhibition Planning and Organisation; Live Performance: Events; Marketing: An Introduction; Using Software Application Packages; Work Placement.

Year 2:

Behavioural Skills for Business; Entrepreneurship in the Creative Industries; Event Legislation: Contracts and Protection; Food and Beverage Events; Management of Human Resources in Hospitality 1; Events: Contemporary Issues and Influences; Managing an Event; Managing Financial Resources in Hospitality; Marketing Planning in Travel and Tourism; Principles and Practice of Selling; Public Relations: Principles and Practice.

### Start Date

August

### Qualification

HND

### Study Method

Full time

### Course Length

1 year

## Department

Events, Hospitality and Tourism

## Entry Requirements

2 Highers including English or an English based subject, or relevant national qualifications at SCQF Level 6. Interview.

## SCQF Level

8

## SCQF Points

«SCQFPoints»

## Progression Routes

Relevant degree

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

City Campus  
190 Cathedral Street  
Glasgow  
G4 0RF

## Website

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