Events Management

City of Glasgow College

Venues

City Campus

Content

This course is for those who want a career in the management of events like conferences, exhibitions and special events. On this course you'll cover a wide range of subjects to ensure a good knowledge base, as well as relevant skills.

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; Live Performance: Events; Marketing: An Introduction; Using Software Application Packages; Work Experience.

Year 2
Behavioural Skills for Business; Entrepreneurship in the Creative Industries; Event Legislation: Contracts and Protection; Exhibition Planning and Organisation; 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 Relation: Principles and Practice.

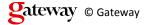## Start Date

August

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Food, Events, Hospitality and Tourism

Entry Requirements

2 Highers including English or another English based subject. Interview.

SCQF Level

8

Progression Routes

Year 2 or 3 entry to relevant degrees at Edinburgh Napier, Glasgow Caledonian University or University of the West of Scotland

Address

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Website

www.cityofglasgowcollege.ac.uk