

## International Events Management (3rd year entry)

Glasgow Caledonian University

### Content

The international events sector has witnessed phenomenal growth and significant change in recent years. With global opportunities and a range of career choices, there has never been a more exciting time to pursue a career in International Events Management.

Year 3

The Enterprise Value Challenge, Business Research Methods and Skills, International Marketing Strategy, Event Policy and Resourcing, Urban and Regional Regeneration, option module

Year 4

Honours Dissertation, Event Tourism, Current Issues in International Events Management, Critical Event Studies, option module.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### UCAS Code

2H3U

### Course Length

4 years

### Faculty

Glasgow School for Business and Society

### Department

Fashion, Marketing, Tourism and Events

## Entry Requirements

2020 entry requirements:  
Relevant HND.

## SCQF Level

10

## Address

Cowcaddens Road  
Glasgow  
Glasgow City  
G4 0BA

## Website

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