



**Bournemouth
University**

MSc Events Management

School of Tourism

The School of Tourism is internationally recognised as a leading provider of undergraduate and postgraduate management courses in Events, Food, Hospitality, Leisure, Retail, Sport and Tourism.

Event Management is a rapidly growing area. This course will provide you with the opportunity to develop skills essential for working in the sector, using theories and processes of project and operational management.

Start Date:

October

Duration:

12-15 months full-time, 2 years part-time or 2 years with placement option

Entry requirements:

An Honours degree, or substantial relevant industrial experience at senior management level, is normally required.

If English is not your first language:

IELTS 6.0 (Academic) or above (with minimum 5.5 in all components)

Contact Us:

askBU Enquiry Service
Bournemouth University
Royal London House
Christchurch Road
Bournemouth
BH1 3LT

Tel: 08456 501501
(BU does not profit from this service)
+44 (0)1202 961916
(International/EU callers only)

Email: askBUenquiries@bournemouth.ac.uk

Open Days:

Log on to www.bournemouth.ac.uk/opendays

Website:

www.bournemouth.ac.uk/courses/MSEMF

Overview

You will learn about the planning, design, implementation and evaluation of a variety of events, and gain an overview of the discipline of marketing. All aspects of marketing communications are discussed as part of the course to enable you to prepare an integrated events marketing communications plan.

The course has a truly international feel. It will give you a unique opportunity to mix with a diverse range of nationalities, which will enable you to increase your intercultural competence – vital preparation for working in a mixed-nationality workforce or dealing with a mixed-nationality clientele.

The course will be delivered by research-active and industry-experienced staff such as Dr Miguel Moital and Dr Julie Whitfield. You will have the opportunity to undertake an optional work placement, as well as organise and evaluate your own events as part of the course.

You will also develop appropriate analytical and managerial competencies, which will enable you to respond to strategic issues, and develop your capacity to stimulate change in response to current and future developments.

The course will help you become knowledgeable about diversity, aware of cultural differences associated with managerial work and able to develop your aptitude for leadership within the Events Management sector.

Course Content

Term One: Core Units

Events Principles and Practice

This unit aims to develop an understanding of the study of Events Management from the types of events to the management functions that are required to provide them. It asks why events are organised and how we measure their impact. It helps to identify the position of events as a major part of the experiential marketing concept.

Business Strategy and Finance

The unit focuses on developing your in-depth understanding of the foundations of strategic analysis, strategic choice and related implementation strategies that usually tie into a corporation's business decisions.

This will also include a study of corporate finance within the context of an organisation's sources of finance, reporting and the interpretation of financial data. This is fundamental to the broader understanding of the dynamics of leisure-based industry sectors such as tourism, hospitality, events, sports and leisure.

Managing Organisations

This unit will enable you to develop competence in the areas of human resource management and organisational behaviour appropriate to the development of a career in management in the service industries.

The unit focuses on the 'effective manager' by investigating the key roles and functions of service industry managers and how these may be affected by the structure and culture of the operating environment particularly in international and multinational organisations.

You will explore the effective deployment, development and evaluation of human resources. It investigates the inter-relationships between organisational roles, cultures and resource allocation in organisations.

Term Two: Compulsory Units

Events Management

This unit encompasses the key components of event planning, using theories and processes of project and operational management. As part of this unit you will cover all elements of planning, designing, implementing and evaluating a variety of events. You will work with resource scheduling tools and undertake logistical planning tasks.

Events Marketing and Communications

Marketing communications is central to all marketing activity and represents the most visible aspect of the marketing mix. The unit includes discussion on all aspects of the marketing communications mix and sets the domain within the context of events marketing.

This unit will provide you with a thorough grounding in all aspects of marketing communications and enable you to prepare an integrated events marketing communications plan.

Choose one of the following options

- Air Transport, Tourism Development & Climate Change
- Buying and Merchandising
- Conference Tourism
- Consuming Sport
- E-commerce & Supply Chain Management
- Ecotourism
- Entrepreneurship
- Food and Drink
- Global Issues in Sport Management
- Tourism Impacts & Sustainability
- International Hospitality Management
- Marketing for Tourism and Hospitality: Principles and Practice
- e-Tourism
- Operations Management for the Hospitality Industry
- Retail Marketing & Consumer Behaviour
- Sport Tourism
- The Management of Natural & Cultural Tourist Attractions
- Tour Operations & Tourism Distribution Channel Management
- Tourism Planning and Projects
- Work placement (30-week duration).

Placements

An exciting and valuable part of your studies with BU is the opportunity to gain valuable experience through industrial placements.

Organisations who have previously employed School of Tourism students on placements include:

- Chelsea FC
- Intercontinental Hotels Group
- Toyota
- Rugby Football Union
- Mattel
- Marriott Hotels
- L'Oreal
- Hilton Hotels
- Manchester United Soccer Schools
- Walt Disney Company Ltd
- The National Trust
- Whitbread Plc
- Unilever Group.

Study and learn

BU combines the highest academic standards with professional accreditations and creates a stimulating and supportive environment for study, research and practice. We are proud of our strong links with industry and take advice about current and future developments from those working in the trade itself, continuously updating our courses to reflect those changes.

Our students benefit from an excellent academic education coupled with practice-based learning, ensuring that BU graduates are capable of making a real difference to their companies from day one.

Career Opportunities

Events range in scope, scale and complexity from mega events to corporate meetings. They cover activities from sport and culture to product launches and fundraising. As an event manager you must have abilities in a very wide range of subject areas.

Our graduates hold senior management positions in hotel chains and government tourism ministries. Our alumni includes a Manager of Events for a five-star hotel chain and the organiser of accommodation for the England football team in the 2006 World Cup.

In their own words

Students tell us of their experience of postgraduate study at BU:

“The academics are passionate about their areas of expertise and this is communicated through the delivery of the units. They are also keen on feedback to aid in the development of the course, so your input is really valued.”

Elecia Bethune, Events Management student.

Fees

Fees for this course, for full-time students enrolling in academic year 2012/13 are:

- UK/EU full-time students: £7,000
- International (non-EU) full-time students: £13,000

Fees for the placement year in 2012/13 are not yet confirmed. The fees for 2011/12 are:

- UK/EU full-time students: £665
- International (non-EU): £1,500

Scholarships and funding

We offer scholarships to eligible students. For information about the fees and available funding associated with postgraduate study, contact us or visit our website:

www.bournemouth.ac.uk/funding

International students

If you are joining us from outside the UK, we encourage you to read our online International Welcome Guide, which contains useful information about preparing to come to this country.

Please see

www.bournemouth.ac.uk/futurestudents/international for more information.

How to apply

If you would like to apply for this course, you can apply directly to Bournemouth University (BU) using the direct application form.

You can complete the form electronically and email it to us, or print it out, complete it by hand and post it.

Please visit **www.bournemouth.ac.uk/apply**

Please note:

The University reserves the right to introduce changes to the information given, including the addition, withdrawal, re-location or restructuring of courses.