

BA (HONS) IN **EVENTS MANAGEMENT AND MARKETING**

Are you passionate about creating unforgettable experiences, driving engagement, and shaping brand identities? Look no further than our BA (Hons) Events Management and Marketing Degree programme. Our degree programme offers an exciting opportunity to explore the dynamic intersection of creativity, strategy, and organisation in the realm of events. Whether you dream of orchestrating unforgettable experiences, shaping brand identities, or driving business growth through live events, our comprehensive curriculum and practical approach will prepare you for success in this thriving industry.

Awarded By:



COURSE CONTENT

Events are more than just gatherings, they're powerful opportunities to connect, inspire, and influence. In an increasingly digital world, live experiences offer a tangible and immersive way for brands and organisations to engage with their audiences. By combining events management with marketing expertise, you'll learn how to create impactful experiences that captivate audiences, drive brand awareness, and deliver measurable results.

In our Events Management and Marketing Degree programme, your learning will include lectures, seminars, guest speakers, conferences, practical tasks, trips, peer-group learning and independent study. Throughout, you will delve into a diverse range of subjects, designed to equip you with the knowledge and skills needed to excel in the field.

MODULES

PART A

- Research and Academic Skills (RAS)
- Introduction to the Business Environment
- Principles of Marketing
- Leading and Managing People
- Stakeholder and Customer Insights
- Introduction to Financial Accounting
- Introduction to Sustainable Events Planning
- Operations Management

PART B

- Research Methods for Business
- Managing a Sustainable Event Project
- Critical Perspectives in Management and Leadership
- Managing Human Resources and Equality and Diversity
- Data Driven Decision Making
- Events Marketing and Sponsorship
- Employability and Career Skills

PART C

- Research Project
- Business Enterprise
- Ethical Leadership and Corporate Social Responsibility
- Contingency Planning and Crisis Management
- Creating Experiential Events in the Experience Economy
- Digital Marketing

ENTRY REQUIREMENTS

[96 UCAS points.](#)

GCSE or equivalent English Language and Maths at grade 4/C or above.