



BSc (Hons) Events Management

University of Plymouth Faculty of Social Science and Business



Introduction

Through mega-events such as the Olympics to local festivals and art exhibitions, the events industry at all levels continues to grow. Our events management degree is designed to produce graduates with the skills to manage this fast-changing industry. Due to increasing standards set out by consumers, there is a huge demand for dynamic managers equipped with the necessary skills to provide the high levels of service and quality of experience expected. The events programme is designed to develop and maximise the full potential of students through a variety of teaching methods and activities. High quality teaching, informed by staff research, contribute to tourism and hospitality group's excellent rating, 23 out of 24, given by the Quality Assurance Agency.

Course Features

- Honours degree students will undertake a final year project which includes data collection and analysis. These projects are underpinned by modules in research methods and promoting events.
- Students have the opportunity to gain valuable work experience in the UK or abroad as part of an industrial placement.
- The programme is designed to develop a critical understanding of events and business management to meet the changing of society and business.
- Teaching within the events management programme sits alongside current staff research interests/profiles in literary and film tourism, planning, communication and other management issues.

Career Opportunities

The events industry is a growing area within the UK and abroad. Graduates will be equipped to manage specialised events in sports, the arts, tourism or hospitality. Other career routes include service industries that appreciate the transferable management skills and aptitude this programme develops.

Entry Requirements

- For the most up-to-date entry requirements please refer to our website www.plymouth.ac.uk

Year One

In the first year students are introduced to arts, entertainment and the media, the management of conferences and events, and the principles of design and themes. Other core areas of study include key components of the tourism industry, principles of marketing, human resource management and intercultural communication. Students also have the option of examining tourism environment and behaviour, gastronomy and consumables for events, the tourism industry, and languages.

Year Two

In year two students develop their knowledge and skills through a range of core and elective modules. Core topics include: event innovation, events branding and strategy, promoting events, human resource management and research methods. The latter is a key feature of the programme, providing students with the skills required to engage in both academic and business research, and creates an excellent base for placements that involve market research. Optional topics include: festivals and exhibitions, regional tourism and optional field visit abroad, tourism development and culture, and languages.



BSc (Hons) Events Management



Year Three/Placement Year (Optional)

Students may undertake an optional paid industrial placement year at this stage of the course. Successful completion leads to an additional Certificate of Industrial Experience. Placements can be taken in the UK or overseas across a wide range of sectors. Within the tourism, events and hospitality group over 400 past graduates have taken a placement, and the placement option is strongly encouraged for those students without significant industry experience.

Year Four

In the final year, students further develop their knowledge and critical skills and undertake the honours project, which provides an opportunity for students to pursue a specific interest through a significant research-based exercise. A range of other core and elective topics informed by staff research interests feature in the final year including: staging of an event, crisis and disaster management; film, literary and heritage tourism; managing service quality, leadership, intercultural communication and training, and business and finance strategy.

Year One

- Arts, Entertainment and the Media
- Hospitality, Tourism and Events
- Skills and Entrepreneurialism for Event Managers
- Principles of Design and Themes
- Management for Hospitality, Tourism and Events
- Introduction to Conferences and Events
- Electives

Year Two

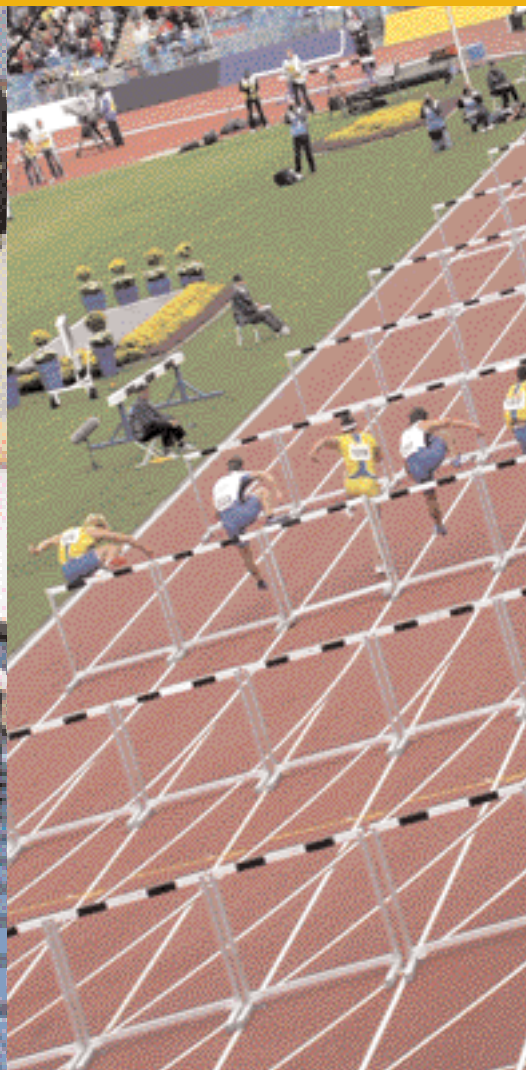
- Tourism, Hospitality and Events Research Methods
- Event Innovation
- Developing Business for Tourism, Hospitality and Events
- Event Branding and Strategy
- Promoting Events
- Electives

Placement Year

Students may undertake an optional paid industrial placement year at this stage of the course. Successful completion leads to an additional Certificate of Industrial Experience.

Year Four

- Conference and Events Practical
- Crisis and Disaster Management in the Hospitality, Tourism and Events industries
- Honours Project
- Electives





BSc (Hons) Events Management



Marketing and Admissions Office
Faculty of Social Science and Business
University of Plymouth
Drake Circus, Plymouth, Devon PL4 8AA
United Kingdom

Front cover exhibition photography
courtesy of Global Snow Shows.



Tel: +44 (0)1752 585500
Fax: +44 (0)1752 585501
Minicom: +44 (0)1752 232285
Email: ssb.admission@plymouth.ac.uk

If you require any part of this
leaflet in larger print, please
contact any of the above
numbers.

This publication went to print February 2009 – which may be more than two years before the start of your course. Every effort has been made to ensure the accuracy of the information in this publication. However, as our courses and services are regularly reviewed and updated, some details may change.

The university is committed to the promotion of equality and diversity. Our policies are available on the website: www.plymouth.ac.uk/equalopportunities

www.plymouth.ac.uk