

APPLICANT VISIT DAY SCHEDULE

Salford Business School
BSc (Hons) International Events Management
Saturday 24 February 2018, 10.30am – 12.30pm

Foundation Year students are welcome to attend.

10:30am – 10:55am	Meet our students Current students talk about their experiences of studying at Salford Business School.
10:55am – 11:25am	Why study International Events Management at Salford? Hear Leader in Tourism, Mike Evans, explain what sets us apart and discuss the benefits of studying an International Events Management degree at the University of Salford.
11:25am – 11:40am	Break Refreshments available
11:40am – 12:30pm	A choice of two taster lectures. <i>Either:</i> Taster Lecture: Cases in Business Procurement This interactive presentation by Senior Lecturer in Operations Management, Dr Jonathan Owens, will review some different procurement routes that may facilitate smoother operations and costing. <i>Or:</i> Taster Lecture: Marketing Solutions for Beginners. The 4 Ps Explained. This interactive presentation by Lecturer in Marketing, Dr Neil Robinson, will review how the four Ps can be used to gain customers and beat the competition.

Work experience year - real-world experience is an important part of our curriculum; that is why all our students have the opportunity to have a work placement for a year.



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