



University of  
**Salford**  
MANCHESTER

## MSc/PgDip/PgCert **International Events Management**

You will gain a detailed understanding of the theory and practical applications needed to become a successful events manager in this globally defining industry.

This programme enables you to work on group projects and business simulations designed to improve your experience and practical events management skills. You will learn about the strategies involved in planning and delivering international events from music festivals to corporate hospitality and from business related meetings to conferences and exhibitions. You will also consider the increase in online activity and the virtual experience of live events and how this affects the experience of the customer.

## Three reasons to study this course with us:

With our international focus you will meet the needs of employers in the events industry as the sector continues to develop on a global stage.

Combine events management theory and practice to plan and deliver live business-facing events as part of your course.

Understand the effect that new technologies, social media and virtual reality are having on the customer experience of live events.

## Course Content

The programme is block delivered and there are several entry points throughout the year. Students will take the modules below in a sequence dependent on their start date.

The course is delivered in four blocks of intensive study periods. For each block, you study a single module for a 6-week period. Face-to-face teaching is delivered on campus for 6 hours each week. In addition, you will attend the taught element of the Industry Collaboration Project one afternoon a week during the 6-week blocks.

Part-time day students study alternate modules (one module on, one module off) to complete their degree in two years.

During this period, you will also undertake independent study in your own time with online support through the University's virtual learning environment, Blackboard.

For the final third of your studies, you will work on your Industry Collaboration Project, working with your own or another organisation on a live brief.

### Modules

- ✓ Project Management Leadership, Skills and Planning Control
- ✓ Search & Social Media Marketing
- ✓ Principles & Practices of International Events Management
- ✓ Digital Business and Entrepreneurship
- ✓ Industry Collaboration Project

### Entry requirements

A minimum 2:2 degree or equivalent or successful completion of the Graduate Certificate International Management.

A wide range of professional qualifications are also accepted. We welcome applications from students who may not have formal/traditional entry criteria but who have relevant experience or the ability to pursue the course successfully. Please contact us for information on our Accreditation of Prior Learning (APL) process

#### English Language Requirements

International applicants will be required to show a proficiency in English. An IELTS score of 6.5 (no element below 5.5) is proof of this.

### Career Prospects

Our graduates have gone on to achieve employment in a range of careers in events organisation. You will have the opportunity to develop a specific range of relevant skills, and gain a detailed understanding of professional management practice to suits your specific career goals.

### Start dates

Multiple entry points; visit website for up-to-date information

#### Duration:

MSc (one year full-time, two years part-time)

PgDip (eight months full-time or two years part-time)

PgCert (four months full-time or one year part-time)

### Contact us:

**More information:** <https://beta.salford.ac.uk/courses/postgraduate/international-events-management>

**Course enquiries:** [enquiries@salford.ac.uk](mailto:enquiries@salford.ac.uk) – 0161 295 4545