

# INVEST IN YOUR FUTURE



**ENTRY:** 96 UCAS points **STUDY MODE:** Full-time/part-time  
**DURATION:** 3 years **ASSESSMENT:** Examination/coursework  
**PROGRESSION:** Employment/post graduate study



## BA (Hons) EVENT MANAGEMENT & MARKETING

### WHAT IS THE COURSE ABOUT?

The BA Hons Event Management & Marketing degree combines the creativity and innovation of events with the contemporary world of marketing. The degree programme is designed to provide you with the necessary knowledge and skills for a successful career in Events Management or Marketing. The complementary nature of these two subjects gives this degree the potential to provide students with excellent pathways to rewarding employment.

Events Management and Marketing are exciting, dynamic, fast growing industries both on the Isle of Man and globally. This highly rated and popular degree offers theoretical and vocational development, and a range of topics that will enable you to tailor your studies to your academic interests or career aspirations.

### WHAT SUBJECTS WILL I STUDY?

In level 4 you will examine core concepts and principles of Events Management and Marketing, apply some of your knowledge to live cases, and be introduced to some basic digital marketing skills.

At level 5 you will undertake a live event project where you and your cohort will be responsible for the project planning, marketing, staffing, budgeting and implementation of a public event. Alongside this you take part in practical marketing

projects and have the opportunity to focus on areas of particular interest to you, such as tourism, e-business and project management. On completion of level 5, students undertake a five week assessed work placement.

Level 6 is designed to give you the chance to research and become involved with specialised areas of event management and marketing, as well as exploring contemporary and global issues.

## WHAT ARE MY PROGRESSION AND CAREER OPTIONS?

Opportunities for Events Management and Marketing graduates exist in a wide range of industries in the public, private and third sectors, in the Isle of Man, UK and overseas. The skills you will gain open up a number of career opportunities from traditional Event Co-coordinator and Marketing Executive roles to Internal and External Communications, Project Management, Media, Advertising and Tourism positions. Regular interaction with a variety of businesses across the island will also help you to make career defining links and gain valuable employment skills.

## WHAT ARE THE ENTRY REQUIREMENTS?

A minimum of 96 UCAS points gained from GCE, A Level, BTEC level 3 or baccalaureate qualifications.

Mature applicants (over 21) will be considered on the basis of their previous academic achievements, work experience, or professional qualifications.

## HOW WILL I BE ASSESSED?

Assessment is through a combination of assignments, examinations, group and individual projects, presentations and seminar contributions.

## WHO SHOULD I CONTACT?

All enquiries should be directed to the H. E. Administrator on **648278** or email **HE@ucm.ac.im**