



MSc Event Management

Full & Part-time
January & September Start

MSc Event Management Course Options*

Full-time Programmes (1 year)

TU326 MSc Event Management (September)

TU327 MSc Event Management (January)

Part-time Programmes (2 years)*

TU367 MSc Event Management (September)

TU368 MSc Event Management (January)

* Available to EU/Irish applicants only.

Programme Overview

This programme is aimed both at professionals currently employed within the event sector and those from complementary backgrounds who wish to enter the event field. In this context it may be of particular interest to people coming from marketing, languages, arts, social sciences, hospitality, tourism or business backgrounds. It is anticipated that graduates of this programme will find employment in a wide range of positions within and outside the industry.

Programme Aims & Objectives

The programme aims to equip participants with the necessary expertise to plan and manage, co-ordinate and develop event businesses and projects in Ireland and abroad. This dynamic programme encourages interaction between academics and industry practitioners from the national and international event sector.

What are my career opportunities?

The Event sector was undoubtedly affected by Covid-19. Currently however, the sector is experiencing a resurgence in growth and activity with demand in all areas and services of event management, both nationally and internationally.

Career paths include management positions in a variety of companies and organisations including festival and sports events, conferences, meetings and exhibitions, corporate and incentives, tourist attractions, hospitality businesses, community development, cultural organisations, cooperative marketing groups, support agencies, charities and local authorities. There are also opportunities for graduates in research, teaching and consultancy.



Entry Criteria

The MSc in Event Management is a conversion programme. Applicants must hold a primary degree at honours level (2.2 grade or higher) or equivalent in any discipline. We also recognise prior learning in the form of industry experience and other qualifications. Applicants without an honours degree must complete successfully our Recognition of Prior Learning procedure. Non-native English speakers must provide evidence of an IELTS language certificate with a **minimum score of 6.5 (and no grade band lower than 6.0) or equivalent.**

Further Information

Please refer to the course webpage via the links or scan the QR code for more information.

Full-time

TU326 (September) **TU327** (January)

Part-time

TU367 (September) **TU368** (January)



Programme Content

The programme involves six taught modules plus a dissertation in the area of Event Management:

Core Modules	Event Management Modules
Managerial Finance & Entrepreneurialism	Event Planning & Operations Management
The Effective Manager	International Event Management
Emerging Industry Issues	Dissertation (including Research Methods)
Strategic Marketing & Digital Media	

Finance & Entrepreneurialism

Accounting is the language of business. In the operation of commercial enterprises, understanding finance and how it relates to the planning, control and decision-making activities of business managers is essential. Entrepreneurship is central to the development of the hospitality, tourism and event sectors. Behaving entrepreneurially is critical to successful organisational and personal development and to developing a clear understanding of the strategic manner in which organisations should operate. This module fuses these core competencies to help develop creative, self-aware managers with the strong financial skills-set necessary to develop and manage businesses within the hospitality, tourism and event sectors.

The Effective Manager

The rationale for the module is to provide current and future managers with cutting edge knowledge at the forefront of organisational management. The purpose of the module is to develop effective managers to work within and contribute to the development of the tourism/hospitality/event industries. This will be achieved through the provision of theoretical insights and the development of key competencies that are required to manage the ever-changing tourism, hospitality and event business environment.

Emerging Industry Issues

The aim of this module is to expose students to the most current thinking in hospitality, tourism and event research issues currently under investigation within the School. Additionally, lectures in critical reading, writing and thinking are provided to bring students' critical skills to their potential. Therefore, key graduate attributes developed in the module are critical thinker, problem solver, reflective practitioner and active team player.

Strategic Marketing & Digital Media

The rationale for the module is to provide current and future managers with cutting edge knowledge at the forefront of strategic marketing and digital media. The purpose of the module is to develop effective strategic marketing skills within graduates, sufficient to allow them contribute effectively to marketing decision making in organisations. It also aims to familiarise students with contemporary digital platforms.



Event Planning & Operations Management

This module centers on providing students with a comprehensive understanding of key concepts, issues and practices underpinning the growth and development of the dynamic, evolving event industry. It is directed at those wishing to enter the event profession in conjunction with those intent on advancing their careers in the event arena. Through this module, students should develop a heightened awareness and understanding of the complexities involved in the event planning process; a process that is driven internally by event organisations and shaped externally by their strategic and operational environments.

International Event Management

This module is designed to further students' understanding of the environments and contexts in which events of varying description are created, produced and managed world-wide. Both operational and strategic aspects of event management will be considered as will the public policy contexts within which events unfold. Throughout the module, students will be encouraged to critically reflect on the issues shaping contemporary events and to compare, differentiate and appraise the different approaches taken by practitioners as they seek to act innovatively, optimise the opportunities, and manage the challenges facing the dynamic event industry.



Dissertation

The thesis provides students with an opportunity to conduct an independent piece of research on a chosen topic related to their sector. This challenges students to critically engage with relevant literature, develop focused research questions and objectives, engage in primary research work and analyse their findings. Key graduate attributes that are developed include being a motivated self-starter, an excellent communicator, a critical thinker, a decision maker and having excellent disciplinary knowledge. Excellent pieces of work can also create new knowledge.



Please visit our website and enter programme code [here](#) for further details and to apply.

For more information, please contact
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