

Preparatory Course in Events Management*

The Preparatory Course comprises the following modules:

INTRODUCTION TO MARKETING

This module provides a basic understanding on how the use of the marketing approach and the marketing mix may reach customer and sustain competitive advantage in a range of situations and organisations. It provides the foundation for more advanced modules in marketing management by covering a wide range of topics including the marketing environment, social responsibility, consumer behaviour, the marketing process and strategic marketing.

EVENTS MANAGEMENT

This module provides an introduction to the growth success story of events management. It would make a study on the activities of events preparation and delivery as a dynamic and emerging field of business. Additionally, the phenomenon of events in society, such as the cultural, economic, social and environmental impacts of events on stakeholders, alongside motives and benefits for event consumers will be discussed. This enables students to understand and appreciate the value of special events and their place in the tourism, wellness, hospitality and entertainment industries, as well as understanding the success factors of event management and implementation and the practice of creating and delivering various types of events.

*The Preparatory Course in Events Management only applies to non-Events related diploma holders