

Career destinations

BA (Hons) Marketing with Event Management

Percentage of leavers in known destinations (2009)

The first students completed this course in 2010; surveys of graduates from this course will therefore begin in early 2011.

An insight into the sorts of options available to students at the end of this course can be gained by looking at destinations of leavers from similar courses. Follow the links below to view the destinations of students graduating from:

- BA (Hons) Marketing Management
- BA (Hons) Marketing with Advertising Management
- BA (Hons) Event Management

Knowledge and skills

Graduates have detailed knowledge of marketing, set against the way businesses function, together with understanding of event management. In addition skills in communication, team work, IT and numeracy are developed.

Professional accreditation

As the university is accredited by the Chartered Institute of Marketing some of the work undertaken also counts towards professional qualifications.

Career opportunities

There are opportunities in marketing companies and in-house marketing teams including work in marketing, market research, public relations, sales and sales promotion.

Event organisers generally work for event management companies or for in-house teams attached to specific venues.

These are competitive work areas and it is vital to take advantage of opportunities both to gain useful experience and to build a network of contacts. It is common for graduates to start in more junior assistant positions in order to gain experience. Demonstrating flexibility, willingness and enthusiasm is important.

The skills and knowledge gained, which are valued by virtually all employers, translate well into areas such as advertising and public relations and support working in sectors such as hospitality, public relations, arts administration, leisure and tourism. Graduates can also consider more generic graduate traineeships, details of these can be found at www.prospects.ac.uk