



**Bournemouth  
University**

# Welcome to the Events & Leisure Webinar



**Dr Debbie Sadd**

**Head Of Education & Professional Practice**

The information on  
this presentation is  
correct at the time of  
recording 18.11.2016



**5,000 Undergraduate students**



**350 Postgraduate**



**300 Academics**



# Why choose BU for Events & Leisure?



- gives you a **good grounding in business**
- gives you **expertise in your field**
- gives you **sectoral knowledge**
- You can **specialise**

Applying theory to  
practice



# Management and experience



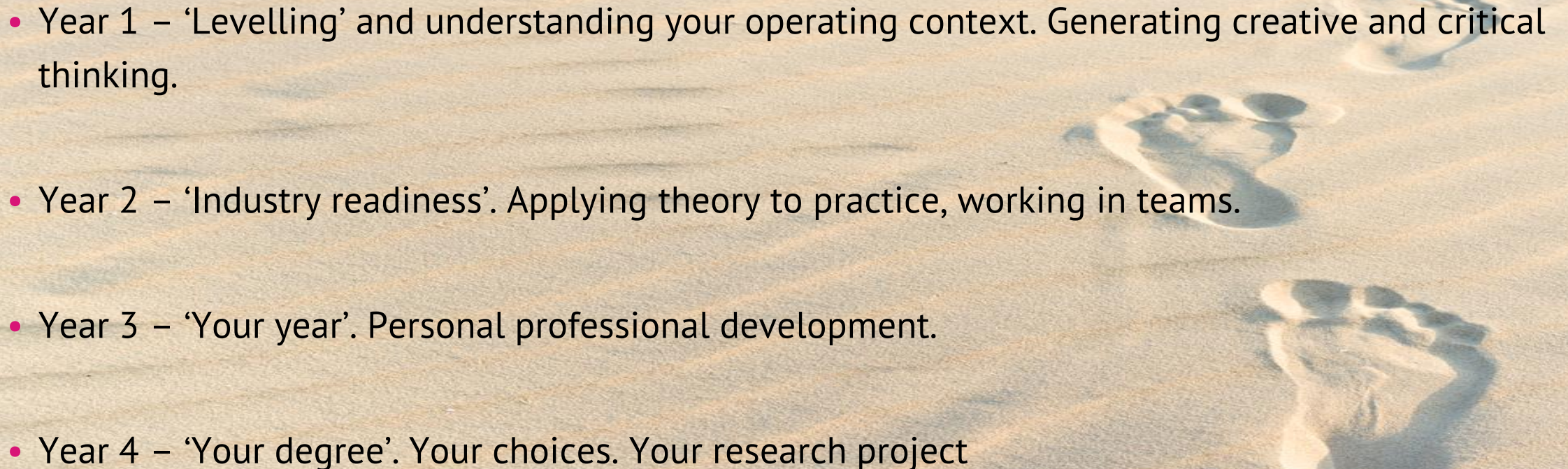
Real world, not just the classroom

✓ **Clients**  
Every year

✓ **Opportunities**  
In and outside the course

✓ **Experience**  
Placement

# General progression of each course

- Year 1 – ‘Levelling’ and understanding your operating context. Generating creative and critical thinking.
  - Year 2 – ‘Industry readiness’. Applying theory to practice, working in teams.
  - Year 3 – ‘Your year’. Personal professional development.
  - Year 4 – ‘Your degree’. Your choices. Your research project
- 
- A photograph of a sandy beach with three distinct footprints in the sand, receding into the distance from the foreground towards the background. The footprints are cast in a way that suggests a person walking away from the viewer. The sand is a light tan color, and the lighting creates soft shadows.





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## Graduate Employment - Your destination

- Event Organising
- Marketing
- Business Development
- Advertising
- Public Relations
- Sales
- Product Development
- General Management
- Small Business
- Venue Management
- Leisure Management
- Tourism Marketing
- Sports Promotion
- Corporate Hospitality
- Regional Development
- Rural Enterprise
- Arts/Film Festivals
- Entertainment/Media Industry



# Graduates



## **BA (Hons) Events Management**

- Events Context
- Experiential Marketing
- Event Design and Performance
- Event Business and Finance
- Economics for Event Professionals
- Events and Leisure Innovation

## **BA (Hons) Events and Leisure Marketing**

- Events and Leisure Context
- Experiential Marketing
- Social Psychology
- Applied Events and Leisure Studies
- Economics for Marketing Professionals
- Events and Leisure Innovation



## **BA (Hons) Events Management**

- Research Methods
- Project & Risk Management
- Personal & Professional Development
- Consumer Experience & Behaviour
- Events Management
- Financial Appraisal

## **BA (Hons) Events and Leisure Marketing**

- Research Design and Analysis
- Marketing & Digital Communication
- Personal & Professional Development
- Consumer Cultures for Leisure
- Event Planning and Implementation
- Business Finance & Budgeting

# Fusion Festival 2016 – well being theme



**BOURNEMOUTH UNIVERSITY**  
 APRIL 25 – 29, 2016  
**#BUFUSIONFESTIVAL**

**FUSION**  
 FESTIVAL

MINDFULNESS | MEDITATION | DE-STRESS | YOGA | LAUGHTER |  
 SPORT | FUN | SPAS | NEW FRIENDSHIPS | NEW PERSPECTIVES |  
 GROWTH | HEALTHYFOOD&DRINK | MASSAGES | SAVE MONEY |  
 THEENVIRONMENT | LOVE | CONNECTIONS  
 | ANGER MANAGEMENT | FITNESS | NUTRITION | EQUALITY |  
 SELF-CARE | RELAXATION | STRESS REDUCTION |  
 THEDEVELOPMENT OF INNERSTRENGTH | QUALITY OF LIFE.

**5 DAYS OF FESTIVAL FUN – 23 EVENTS – ON CAMPUS**  
 FOR MORE INFORMATION - [BUFUSIONFESTIVAL@GMAIL.COM](mailto:BUFUSIONFESTIVAL@GMAIL.COM)

Supported by  Department of  
 Events & Leisure   





# Third year - 30 week (minimum) placement



## Two Option Units:

### BA EM

Strategy and  
Leadership

International  
Events  
Management

Dissertation

### BA ELM

Strategy and  
Change

International  
Strategic Leisure  
Marketing

Dissertation

- Arts Marketing
- Economics of Tourism & Events
- Financial Management
- Small Business Management
- Sports Marketing
- Sport Tourism
- Visitor Attractions Management

- Creative Media & Events
- Digital Marketing
- E-Business
- Fashion Marketing
- Financial Management
- Hospitality Management
- Leisure, Tourism & Events  
Climate Change
- Media Tourism & Leisure
- Retail Place and Space
- Sport, Leisure & Politics
- Small Business Management
- Marketing & Corporate Communications



# Creating Global Talent

## Developing your talent through

- Work & study abroad
- Placements support
- Careers & Employability support
- Volunteering opportunities
- Global BUddies
- Global Talent Programme



For more information visit: [www.bournemouth.ac.uk/student/global-talent](http://www.bournemouth.ac.uk/student/global-talent)



## Engaging with graduates and industry



**Dialogue - Knowledge creation - Inspiration**

Join us on



Our Website



@LetsTalkEL



<http://microsites.bournemouth.ac.uk/lets-talk>



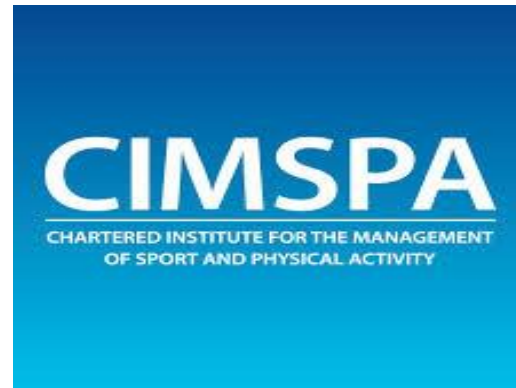
*Michele Roux Jr, two-star Michelin chef  
Le Gavroche*







MEETING PROFESSIONALS INTERNATIONAL



# Any questions?

## Contact askBU

Tel: 01202 961 916

Visit: [www.bournemouth.ac.uk/askBU](http://www.bournemouth.ac.uk/askBU)

E-Mail: [askBUenquiries@bournemouth.ac.uk](mailto:askBUenquiries@bournemouth.ac.uk)

## Find out more information:

- **Meet BU in your country:**  
[www.bournemouth.ac.uk/international](http://www.bournemouth.ac.uk/international)
- **Local contacts in your country:**  
[www.bournemouth.ac.uk/representatives](http://www.bournemouth.ac.uk/representatives)
- **Scholarships:** [www.bournemouth.ac.uk/scholarships](http://www.bournemouth.ac.uk/scholarships)
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- **Fees and funding:** [www.bournemouth.ac.uk/ug-funding](http://www.bournemouth.ac.uk/ug-funding)
- **Course information:** [www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)