

MA Creative Events Management

FALMOUTH / **FLEXIBLE**
UNIVERSITY / LEARNING

DEVELOP SKILLS TO DESIGN,
PLAN, PRODUCE AND MANAGE
EVENTS ACROSS THE CREATIVE
AND CORPORATE SECTORS

EXTEND YOUR CAREER INTO
EVENT MANAGEMENT

FALMOUTH
UNIVERSITY



Events play a decisive role across business, culture and sport. Managing increasingly discerning audiences, developments in technology and market shifts, demands skills and insight. The MA Creative Events Management is designed to meet this need. Harnessing international events expertise paired with academic rigour, we aim to enhance your professional practice, creative perspectives and approaches, while encouraging the critical evaluation of current industry norms.

Designed in consultation with industry experts, the MA empowers you as a creative and entrepreneurial management practitioner to produce pioneering events, whether at a local or international level, adding value to business.

WHO IS THIS COURSE FOR?

This course is designed to accelerate your career, offering professional insight into the rapidly expanding events management sector. Aimed at current practitioners looking to enhance their knowledge, or those in allied fields seeking a route into events, the MA Creative Events Management at Falmouth offers flexible learning, delivered by experts.

This course is suitable for applicants who may be:

- ▶ Corporate events managers who wish to be more effective and creative in event creation, production and marketing
- ▶ Working in creative event management companies in a junior capacity and planning to enhance their careers
- ▶ Currently working in the hotel, hospitality or MICE sectors
- ▶ Graduates looking to develop their specialist knowledge
- ▶ Individuals who wish to build a business in events

COURSE CONTENTS

You will need to complete four 30-credit modules and one 60-credit project (180 credits in total).

Core modules	Credits
Principles of event management & research	30
Creative practice in event design	30
Digital futures for events and events marketing	30
Sustainable event planning	30
Major project	60

84% satisfaction in the University
National Student Survey (NSS), 2015

92% for learning resources
National Student Survey (NSS), 2015



flexible.falmouth.ac.uk



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0800 5999123 or +44 (0) 1223 447713



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“Undertaking an MA as a distance learning student has given me everything I hoped for... a flexible timetable (so I can listen to a lecture and study when it suits me) and tutors who really know their craft. Most of all, it's given me the confidence I needed...”

Kelly Stevens,
MA Professional Writing

HOW YOU STUDY

You may choose to:

1. Study entirely online without attending any face-to-face workshops.
2. Study online and attend optional residential workshops, held biannually at various locations including the UK or Southern hemisphere.

A typical residential workshop will start on **Friday and end on Monday**. Students will be informed at least 4 months in advance giving you plenty of time to arrange your attendance. Attendance is strongly encouraged although not compulsory.

ASSESSMENTS

- Evaluation takes the form of either practical or written coursework
- Typical assignments include group work, projects, events, presentations, placements, essays, case studies, blogs and strategies

SUPPORT

As a Falmouth student, you enjoy an equal status to students studying on campus:

- Your own student ID card and NUS card
- Access to lynda.com (to help you learn new skills)
- 24/7 online access to library resources
- Falmouth's student union community
- Graduation ceremony
- Falmouth's alumni network

TAUGHT BY FALMOUTH FACULTY

You will be taught by Falmouth academics, all experts in their fields while tutors bring practical online expertise to the programme.

LEARNING ACTIVITIES

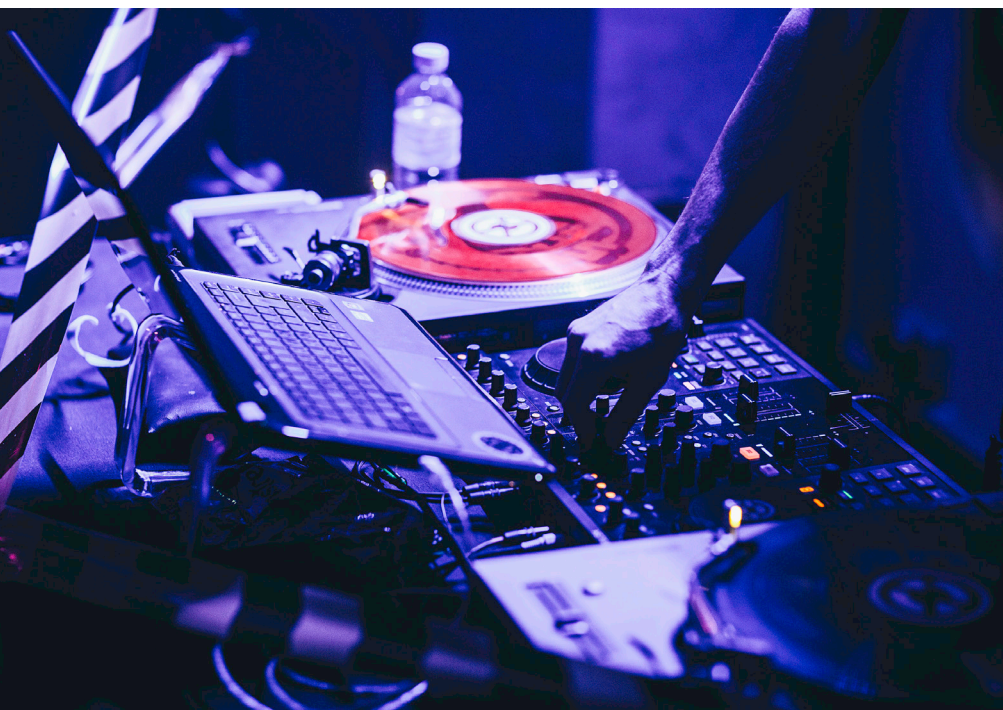
There will be guided learning activities consisting of:

- **Concise online presentations** to introduce key concepts
- **Small group and class discussions** to facilitate interaction and dialogue
- **Online critiques** to test assumptions, ideas and to receive feedback from peers and tutors
- **Individual and group tutorials** throughout the course
- **Independent study**
- **Self-evaluation and peer feedback**

“ MA courses in Falmouth block those holes you may have and help you to be practically ready for the industry.”

Jasper Cho, MA Creative Advertising

THE UK'S NO.1
ARTS UNIVERSITY
2015 & 2016 SUNDAY TIMES LEAGUE TABLE



ABOUT FALMOUTH UNIVERSITY

Falmouth University has an earned reputation for providing a springboard to international graduate careers, whether with leading companies, creative agencies, broadcasters or in enterprise. Falmouth is ranked:

- ▶ The UK's No 1 Arts University – The Sunday Times league table, 2015 & 2016
- ▶ 1st in the UK for support – Times Higher Education Student Experience Survey, 2015

For more information about Falmouth, please visit flexible.falmouth.ac.uk

ENTRY REQUIREMENTS

We recognise a wide variety of qualifications and/or relevant experience, and encourage applications from people of all ages, backgrounds and cultures, with a demonstrable interest in this subject.

You should have:

- ▶ An honours degree or Level 6 equivalent qualification
- ▶ Proof of proficiency in English (a 6.5 score on IELTS test of English, 550 in written TOEFL) if English is not your first language

Candidates without a degree or formal qualifications are still encouraged to apply.

FINANCING YOUR STUDIES

You can take advantage of:

- ▶ Falmouth Global Scholarship:
 - ▷ Maximum £3,300 per eligible student
 - ▷ Alumni discount (15% to Falmouth alumni)

Please check application deadlines for scholarships. For more information about these scholarships and other financial assistance, please visit flexible.falmouth.ac.uk/fees or call us on +44 (0) 1223 447713

Terms and conditions apply

TUITION FEES

Tuition fee

- ▶ Course fee: £12,300
Acceptance fee: £200
Total: £12,500
- ▶ Tuition fees can be paid by a one-off payment of £11,550 (£12,300 less £750) or 3 instalments of £4100

Payment methods

- ▶ By Flywire – this is our preferred option. Students can pay by domestic bank transfer in their own currency; by visa or mastercard; or by online banking. The facility provides currency conversion at exchange rates lower than international banks
www.flywire.com/falmouthflexible
- ▶ By email pay – accepts debit/credit cards
- ▶ By phone to the Finance Team on +44 1223 347708

2016/2017 START DATES AND APPLICATION DEADLINES

Course start date	Application deadline
19 September 2016	July 2016
23 January 2017	November 2016
22 May 2017	March 2017

HOW TO APPLY

- ▶ Apply online or email your completed application form to flexible@falmouth.ac.uk
- ▶ Submit a copy of your first degree certificate or Level 6 equivalent qualification and your IELTS/TOEFL certificate if English is not your first language
- ▶ Submit a description of your experience, motivations for studying the course, how you believe it will develop your career and aspirations
- ▶ Provide a portfolio of your work if you do not have an honours degree or formal qualification

All applications are considered on an individual basis.

Invitations for online interviews may be made on an evaluation of your application.

Please contact us for FREE advice.

Call 0800 5999123 or +44 (0) 1223 447713

97% overall employability

Destination of Leavers from Higher Education Survey (DLHE) 2015