

# International Hospitality, Events and Tourism Management

MSc (September entry – full-time/sandwich)

	SEMESTER 1	SEMESTER 2	SUMMER
<b>YEAR 1</b>	<p><b>Global Visitor Economy</b></p> <p><b>Digital Marketing and Consumer Experience</b></p>	<p><b>Hospitality Operations Management</b></p> <p><b>Strategic Financial Management</b></p> <p><b>Mentoring and Leadership Development</b></p> <p><b>Research Methods in Hospitality, Events and Tourism Management</b></p> <p><b>Dissertation or Client Project</b></p>	
	<p>You must select <b>one</b> elective in Semester 1 or Semester 2 from:*</p>		
	<p><b>Revenue Management</b></p> <p><b>Tourism Innovation and Entrepreneurship</b></p>	<p><b>Tourism Digital Distribution Strategies</b></p> <p><b>Global Events and Society</b></p> <p><b>Planning and Delivering the Sustainable Event</b></p> <p><b>Dark Tourism</b></p>	
<b>YEAR 2</b>	<p><b>Professional Development (Optional Sandwich Mode)</b></p>		

\*Advertised electives are dependent on student numbers

For further information on any of our Postgraduate Programmes  
 telephone: **+44 (0) 01865 485858**  
 or email **hospitality@brookes.ac.uk**  
[www.brookes.ac.uk/hospitality](http://www.brookes.ac.uk/hospitality)

# International Hospitality, Events and Tourism Management

MSc (January entry – full-time/sandwich)

	SEMESTER 2	SUMMER	SEMESTER 1
YEAR 1	Hospitality Operations Management	Tourism, Hospitality and Events Synthesis	Research Methods in Hospitality, Events and Tourism Management
	Strategic Financial Management	Dissertation <i>or</i> Client Project	
	Mentoring and Leadership Development		
	Tourist Consumer Behaviour and Marketing		
	You must select <b>one</b> elective in Semester 1 <i>or</i> Semester 2 from:*		
	Revenue Management		Tourism Digital Distribution Strategies
	Tourism Innovation and Entrepreneurship		Dark Tourism
			Planning and Delivering the Sustainable Event
			Global Events Society
YEAR 2	Professional Development (Optional Sandwich Mode)		

\*Advertised electives are dependent on student numbers

For further information on any of our Postgraduate Programmes  
 telephone: **+44 (0) 01865 485858**  
 or email **hospitality@brookes.ac.uk**  
[www.brookes.ac.uk/hospitality](http://www.brookes.ac.uk/hospitality)