

**Course: Managing Events (IDBEV001)**

**Instructor:** Anne Brady, Jenny CHEN, Patty Shen, NCUK Staff, Vernon Sommerfeldt

Credit Rating:12(-2011/2012 students);15(2012/2013 students-);  
Level: SBC level 2;  
Semester: semester 4.

**Description:** This module provides an introduction to the key aspects involved in the planning, organisation and management of an event.

**Course: Marketing (IDBMK001)**

**Instructor:** Anne Brady, Jenny CHEN, Patty Shen, Sunny Guo, NCUK Staff, Theresa Loo, Daniel Sdrigotti, Agnes Szerencsi, Vernon Sommerfeldt

Credit Rating:15;  
Level: SBC level 2;  
Semester: semester 4.

**Description:** The aims of this module are to provide students with an introduction to a range of theories and concepts underpinning key elements of marketing planning with a focus on the application of those theories and concepts to a range of different organisations.