

Advanced Marketing with Event Management

COURSE CONTENT	
Business Management	6N4310
Communications	6N1950
Professional Presentation	6N4006
Marketing Communications	6N4370
Sales & Marketing Management	6N3613
Event Management	6N4800
Work Experience	6N1946
Entrepreneurship	6N1941
Additional Training/Workshops	
Manual Handling Training and Certification	
Fire Safety Certificate	
Professional Styling & Image	

INTRODUCTION

Develop further your business and marketing skills with this advanced programme and gain networking opportunities with industry professionals and practical experience of event management. Develop your entrepreneurial spirit and take the opportunity to gain a host of skills such as Web Authoring that will ensure you are ready to enter the marketplace or progress to higher education. Students participate in practical event management experience. This is an ideal stepping stone to working in the marketing/event management business or a gateway to a further qualification at degree level.

ENTRY REQUIREMENTS

Full QQI Level 5 Award in a Marketing/Business/Administration award. An offer of a place on this course is contingent on the applicant meeting the entry requirements set out here and satisfactory presentation at interview.

CERTIFICATION

QQI Level 6 Advanced Certificate in Business 6M4985

QQI Component Maths 5N1833 (available as option in the evening for learners requiring Maths for progression)

WORK PLACEMENT/EXPERIENCE

Students will undertake work experience one day per week in a Marketing/Event Management/PR/Advertising setting for the duration of the course, which they organise themselves.

EDUCATION PROGRESSION OPPORTUNITIES

CIT/MTU: Marketing (CR420) Year 2 Entry **IT Tralee/MTU:** Business (Marketing) (TL731) Year 2 Entry **UCC:** Commerce (CK201) Year 1, Food Marketing & Entrepreneurship (CK213) Year 1, Business Information Systems (CK203) Year 1.

Special arrangements in place with CIT/MTU (CCPS), Tralee IT/MTU and Waterford IT for preferential entry for CCOC students. Up to 390 CAO points for any IT can be attained. Go to our progressions database at <https://corkcollegeofcommerce.ie/progressions/> for exact requirements on progressions for this course.

CAREER OPPORTUNITIES

Sales and marketing, marketing communications, Online event management, corporate affairs, self employment customer service and event management.

CONTACT DETAILS

For further information email:
marketing@ccoc.ie
(021) 4223853

Course fees outlined on
www.corkcollegeofcommerce.ie