Join the fast-paced event management, travel and hospitality industry. To succeed, it takes someone with an ability to be a problem solver, be people-oriented and be an effective communicator.

This program was designed by taking the most in demand skills for that industry and mapping them directly with the program outcomes, making this a highly practical and employable program.

This course will offer students three main skill-sets, Event Management, Travel & Tourism and Digital Marketing.

**Event Management:** Event management is the application of project management (PMI) to the creation and development of large-scale events such as festivals, conferences, ceremonies, parties, concerts, sports events or conventions. In this section, students will learn how to plan, create and manage an event. They will be exposed to the management function, communication, strong project management skills, accounting skills and how to bring all the different aspects of an event together. Students will be exposed to the similarities and differences between catering events, exhibitions, fairs, trade shows, sports events, music festivals and product launches.

**Digital Marketing:** Students will learn how to conduct marketing research and develop digital communication strategies with focused business tactics and objectives. Students will learn the benefits of digital marketing, develop content strategies for a variety of digital marketing channels, understand social media channels, digital PR (public relations) and Email marketing. Finally, students investigate and understand web design, user centered design and the relationship with digital marketing as well as the importance of SEO (search engine optimization).

**Travel & Tourism:** This is an introduction to the basic principles of tourism and critical skills needed to effectively create a travel itinerary. While travellers themselves will have an idea what they want, it is still down to the organiser to identify the best flights, hotel rooms and ground transport arrangements. This starts with the basic travel arranger’s check list and converting these into a sound travel solution that matches the traveller’s needs. Students learn about useful online tools to be able to create and manage a travel schedule. Travel and entertainment are amongst the most expensive purchases for a company and it is essential that this budget is spent wisely.

In addition, students will learn about the tourism industry, tourism geography and eco-tourism—both in South Africa and internationally.

**Features & Benefits**

1. **This programme takes the most in demand skills within the event management, travel and tourism industry and combines them into one, skills heavy course, with local and international content and recognition.**

2. **It takes a unique approach to combining two very complimentary and overlapping industries and combines them into one program to increase job market attractiveness.**

3. **With the added benefit of the Digital Marketing component and a strong entrepreneurship focus, students exiting this programme will be in a good position to start their own ventures in multiple industries.**

4. **Get exposure to guest lecturers from relevant external companies and organizations both on campus and online.**

5. **Through our myWay learning methodology, a unique and modern approach to blended learning we deliver our programmes via flexible study method options including class based sessions and blended learning for online student.**

6. **For online students, we ensure that you are supported by technology and people throughout your academic journey. We focus on a blended learning approach, combining online Virtual Classrooms, at home exercises, activities and project-based assignments bundled with fully developed video lectures, all managed by our student learning platform.**

**Admission Requirements**

- NQF 3 or Grade 11 with English as your home/first language
Curriculum

Module 1: Business Communication
To ensure students have the ability to demonstrate knowledge, understand key terms and apply principles of the elements and basics of Business Communication in South Africa and the UK. In particular, these principles are:
- Verbal, non-verbal and written skills.
- Types of media including emails, blogs, print and letters.
- The importance of English spelling, precision, accuracy and grammar.

Module 2: Computer Essentials (Word, Excel, Powerpoint)

Module 3: Project Management (PMI)

Module 4: Role of Event Managers

Module 5: Catering
This module introduces students to the preparation of meals for friends and larger events.
- Know the services and companies commonly involved with and offered at catered events.
- Identify the elements of buffet design and setup.
- Understand the basics of food and nutrition and of monitoring food safety and sanitation practices.

Module 6: Exhibitions, Fairs and Trade Shows

Module 7: Sports Events, Music Festivals and Product Launches

Module 8: Sponsorships

Module 9: Introduction to Accounting
- Concepts and terms (e.g: Receipts, debtors, creditors, statements, invoices, liabilities, assets, cash, cash flow).
- Learn about books of prime entry, i.e. Cash Book, Ledger, Journals.

Module 10: Office Administration, Systems & Etiquette
- Handle incoming calls and walk-ins.
- Learn diplomacy vs firm intent.
- Office politics.
- Office etiquette.

Module 1: Introduction to Tourism (3 days)

Module 2: Tourism Geography (1 day)

Module 3: The Tourism Industry

Module 4: Eco-tourism

Module 5: Modern tools (Airbnb, Booking.com, Expedia, TripAdvisor) (3 days)

Module 6: Travel (local)

Module 7: Travel (international)

Module 8: Tourism and Travel Management (offered through University of Queensland, Australia)*

Module 9: Booking Travel Itineraries (flights, ships, visa, car hire, Uber, accommodation)

Career Options

As part of our commitment to helping you find a job after graduation, we go a step above by preparing you with networking techniques, a professional resume, and interviewing techniques so you have what you need to succeed.

Career opportunities for graduates of this program have been identified as entry-level positions in:
- Event administration
- Event management
- Travel Agent
- Hotels and resort management
- Corporate travel departments
- Event planning businesses
- Cruise line positions
- Car rental agencies

Study Kit

Your study kit is included in your fees and will contain:
- Free WIFI (10GB/Month, On Campus only).
- Electronic study guides and textbook for online students.
- A prescribed textbook list and a recommended reading list will be issued to face to face students.
- Orientation kit including: Student Card, Welcome Letter, and Getting Started Guide.
- Access to our myAIE student portal and student support team via phone, email and tickets.