

Event Management with Public Relations



Managing the Experience Economy

Course Title	Credits	NFQ Level	Campus	Duration	Placement	CAO Code
Bachelor of Business (Honours) in Event Management with Public Relations	240	8 (with exit awards at Levels 6 & 7)	ATU Galway City	4 years	Yes	AU629
Bachelor of Business in Event Management with Public Relations	180	7 (with exit award at Level 6)	ATU Galway City	3 years	Yes	AU529
Higher Certificate in Business in Event Operations with Public Relations	120	6	ATU Galway City	2 years	No	AU427



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Where better to immerse yourself in studying Events than Ireland’s festival capital?

From as brash and loud as a music festival to as quiet as a librarian’s conference – the events industry is truly diverse in scale and scope. Managing spaces, liaising with creatives or techies, and developing social media campaigns are all integral parts of this vibrant and expanding industry.

Within a hands-on and practical setting, students engage with current and emerging practices in both event management and public relations. A six-month industry placement in third year enables students to enhance their skillset, network and bring their learning to life either at home or abroad.

What to expect

Years 1 and 2 foster a practical knowledge of event preparation, set-up, management, and evaluation whilst also introducing the other vital components of the trade such as public relations, legal, financial and ICT components. In years 3 and 4 students can reflect upon their six-month work placement and further develop their theoretical and practical knowledge as they refine their event industry skills and public relations management. Learning is continuously supported by fieldtrips, guest speakers and industry experts.

Course Content

Year	Content	Level
4	International Study Tour; Applied Research Project; Strategic Industry Management; Sales and Marketing Management; Event Strategy and Policy; International Perspectives of Festival & Events; Performance Management and Decision Making; Public Relations Project; Event Project Management; plus electives.	8
3	Work Based Learning: 30-week Industry Placement Event Planning Management; Public Relations Management; Management Accounting; Human Resource Management; Management Accounting; Services Marketing; Tourism Economics.	7
2	Business Information Tools; Conference and Exhibition Management; Business & Consumer Law; Financial Accounting; Event Risk Management; Marketing Principles; Management Principles & Practice; Corporate Entertainment; Public Relations Techniques; plus electives.	6
1	Introduction to Event Studies; Event Operations; Introduction to Public Relations; Essentials of Business; Academic and Professional Skills; Information & Digital Technologies; plus electives.	



Graduate Profiles



Eimear Birch

Bachelor of Business in Event Management with Public Relations (2019)

Bachelor of Business in International Tourism Management (2020)

Eimear graduated from the Galway International Hotel School in 2019

with her level 7 Bachelor of Business degree in Event Management with PR. During her work placement, Eimear worked as a Wedding & Events Assistant in the Lodge at Ashford Castle. Having completed her placement, Eimear stayed with the team at the Lodge for another two years. She then progressed to the final year of the Level 8 Bachelor of Business degree in International Tourism Management, graduating in 2020. Eimear continued her studies by completing a Postgraduate Diploma in Global Business Leadership in Trinity College, in 2021. Eimear then secured a place on the competitive IBEC Global Graduate Programme and joined the team in Fáilte Ireland, working alongside the Golf Ireland Team. In her role, she assists supporting the golf industry in Ireland, connecting buyers and suppliers with the creation of unique programmes to help buyers stand out in the market.



David Ott

Bachelor of Business in Event Management with Public Relations (2013)

David is a seasoned Project Manager with over 12 years of experience in the events industry.

Since graduating with his level 7 Bachelor of Business degree in Event Management with PR, he progressed to working on large-scale conferences and music festivals in Ireland, before moving across the world to the Arab States of the Gulf (GCC). In Dubai, the city he has spent the past number of years, David has worked with an array of clients and brands throughout the GCC. He has successfully delivered large scale projects up to 500,000 attendees, integrating seamlessly into the project team from conception through to delivery. Now the Co-Founder of "Leaders Production", he focuses on building the company specialising in the delivery of safe, secure, and successful events across all sectors of the entertainment industry. This company operates to the highest standards with strong production values and adherence to Health & Safety at the forefront of everything they do.



Career Opportunities

The aim of the programme is to prepare graduates with the required skills, knowledge, and competencies to pursue a rewarding career in event related industries and public relations on a regional, national, and international basis. Behind each planned event there are a multiple of roles, professions, and positions.

These include, but are not limited to:

- Professional Conference Organisers or Event and Exhibition Organisers working on conferences, major public exhibitions, trade and industry exhibitions.
- Entertainment Managers organising festivals, shows or concerts.
- Exhibition Marketing Manager promoting trade show events.
- Event production companies engaged in set design, staging and audio visual.
- Event Safety Officers/ Event Risk Managers safeguarding the planned event.
- Sporting Events Manager focusing on multiple sport formats of a participatory or spectator nature.
- Commercial Manager/ Sponsorship Manager/ Fundraising Officer leveraging the planned event to created additional income and value.
- Destination Management Organisations/ Destination Management Companies.
- Public Relations (PR) Executive/ Public Relations Manager engaged in work for public and private agencies/ organisations.

**I want to know more.
Who can I talk to?**

E gihs.galwaymayo@atu.ie

Or find out more at www.atu.ie

Did you know?

- **Event Management students have undertaken placement on three continents.**
- **There are 11 internationally recognised events held in Galway City each year.**
- **The industry is responsible for the employment of 45,000 people in Ireland and generates more than €3.5 billion for the economy.**
- **Employment of public relations specialists is projected to grow 8 percent from 2021 to 2031, faster than the average for all occupations.**



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