

Study Event Marketing

Queensland in July

1-21 July 2019



Includes trip to North Stradbroke Island

Tourism and Events Queensland/Jason Charles Hill

Connect with students from around the globe and experience the subtropical city of Brisbane in a customised three-week non-award program at The University of Queensland (UQ). As part of the program, you'll spend two days at North Stradbroke Island. To apply visit bel.uq.edu.au/queensland-in-july.

About the Event Marketing course

Special events and festivals such as sport, arts, and cultural celebrations have long been used by cities and regions to provide residents with entertainment and leisure opportunities, and to attract domestic and international visitation to the destination.

This course aims to provide students with insights into the principles of event marketing and management. It explores the development of event marketing objectives, strategies, plans, and related research. The course develops students' abilities to appreciate and apply marketing concepts and related management practices to real world event cases and problems.

Event Marketing course snapshot

Dates: 1-21 July 2019

Duration: 3 weeks

Contact Hours: 36 academic contact hours

Assessment: Final exam

Facilitator: Dr Monica Chien, Lecturer in Event Marketing,
UQ Business School



UQ St Lucia campus

Queensland in July program highlights

Meet with and be taught by expert academics from The University of Queensland's Faculty of Business, Economics and Law.

- Enjoy an interactive learning experience by incorporating both theoretical and practical knowledge.
- Study at a Top 50 university* with students from across the globe.
- Engage with industry through field trips and site visits.
- Participate in the program's social and cultural activities including an overnight trip to stunning North Stradbroke Island, just 30 kilometres from Brisbane. The island is famous for its sandy beaches, rolling waves and marine life such as dolphins, manta rays, turtles and whales.

Entry requirements

Academic: A minimum of one year of full-time undergraduate studies at an overseas university with a passing grade point average, as defined by your university.

English: A level of English language proficiency comparable to the following:

- You are a native English speaker, you have studied in an English speaking institution, or you have undertaken courses taught at your university in English (excluding English language courses)
- IELTS: overall band score of 6.5
- TOEFL iBT: overall score of 87
- Or equivalent.

Earlybird application deadline: 1 March 2019

\$200 DISCOUNT APPLIES.

Final application deadline: 30 April 2019

Application requirements: A personal statement and an official copy of your academic transcript. Please see the program website for full submission details.

Other courses available through the Queensland in July program include:

- **Entrepreneurship and New Venture Creation:** Explore the theory, practice and research into starting and growing new ventures. Includes industry visits.
- **Global Talent Management:** Gain a deeper understanding of management in a global workplace.

Find out more

For full program details and to learn more about how you can join us at Queensland in July, please visit bel.uq.edu.au/queensland-in-july



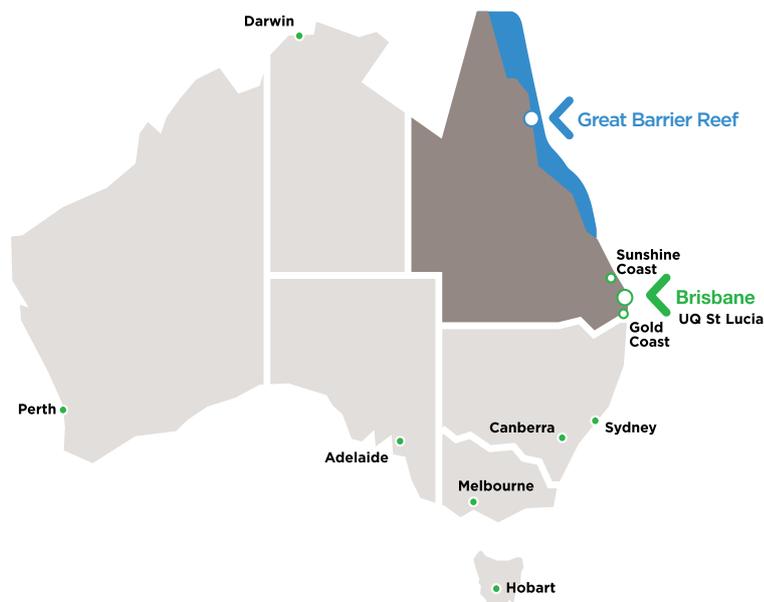
"The QIJ program was very worthwhile, everything was well-planned and it made for an absolutely amazing experience."

Qi Yap

*QS World University Rankings (2018)

About Brisbane

- Brisbane is Queensland's capital city and **home to The University of Queensland's magnificent 114-hectare St Lucia campus**, which is just 7 kilometres from Brisbane city.
- Brisbane is one of the **fastest growing capital cities in the world**.
- With a subtropical climate, Brisbane delivers an average **283 days of sunshine every year**.
- Popular activities in Brisbane include **swimming at Australia's only inner-city, man-made beach at South Bank, kayaking on the Brisbane River, or climbing the Story Bridge for a 360° view of our river city**.
- Brisbane is a **gateway to some of Australia's most magical destinations and memorable experiences** including the Great Barrier Reef, World Heritage-listed rainforests, pristine surf beaches, idyllic sand islands and encounters with koalas, kangaroos and wild dolphins.



Queensland in July snapshot

- ✓ **Start date:** 1 July 2019
- ✓ **End date:** 21 July 2019
- ✓ **Earlybird application deadline:** 1 March 2019
\$200 DISCOUNT APPLIES.
- ✓ **Final application deadline:** 30 April 2019
- ✓ **Program cost:** AUD\$4000
- ✓ **Program includes:** academic tuition and assessment, program materials, welcome session, farewell function and certificate ceremony, North Stradbroke Island group excursion (including meals, accommodation, transport and activities), student support services and UQ certificate of completion.
- ✗ **Does not include:** accommodation, meals, airfares, health and travel insurance, personal expenses or daily transport



The city of Brisbane with UQ St Lucia campus in the foreground.



**UQ ranked 48th
in the world**

QS World University
Rankings (2019)



**No.3 in the world for
Hospitality and Leisure
Management**

Shanghai Jiao Tong
Ranking (2018)



**the only business school
to offer programs with
UNWTO accreditation**

United Nations World Tourism
Organization

Build your knowledge and skills portfolio and get ahead at Queensland in July.

Apply now:

bel.uq.edu.au/queensland-in-july

Contact details

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Create Change

At UQ, we can help you to see the world differently. We believe education and research can transform you, providing you with the knowledge and discovery that will change how you can see the world. And when you learn to see opportunities where others don't, your path to success becomes clear. Our aim is simple: to create change in our students so they can create change in the world.