



University of  
South Australia

# Event Management

+Graduate Certificate  
+Graduate Diploma  
+Masters Degree

Experience. The Difference.



Do you aspire to a career in event management locally, nationally or internationally? UniSA's Event Management program will travel with you wherever you want to go.

## Put yourself centre stage with Event Management.

Event Management is a vibrant and dynamic industry with increasing demand for skilled graduates on an international scale.

The recent growth of festivals and events as an industry around the world means that the management can no longer be ad hoc.

UniSA's Event Management program is an industry relevant and academically rigorous program for future event managers, combining core business courses with specialised event management courses to equip graduates with the skills to meet shifting industry trends across various sectors nationally and internationally.

Explore frameworks for the management of arts and music festivals, exhibitions and special events, corporate conventions, major sporting events and public relations activities. Where better to study event management than right here in the midst of the action, in the Festival State?

## Why study at UniSA?

All UniSA programs are specifically designed in close consultation with our vast network of industry and professional partners. This allows us to tailor program structure and content to suit the changing needs of industry and the workplace, ensuring that your qualifications remain relevant, up-to-date and applicable.

The Event Management program is offered both internally and externally, providing maximum flexibility for students to control their own workload. Studying at UniSA offers a combination of up-to-date theory and practical application, ideal for people already working in the events field, or for those looking to build on existing qualifications.

## The program

Unlike other event management programs in Australia, UniSA's Event Management program is designed from a strategic management perspective. The program will provide students with a broad based knowledge of management principles and practices as well as a specialised focus on event management.

Students will undertake courses in meetings, conventions and exhibition management; sport, tourism and events; arts and cultural management and festivals and events.

A focus on global industry trends makes UniSA's Event Management program unique and cutting-edge, preparing graduates for employment locally, nationally and internationally. Graduates will have employment options in creative and exciting roles such as the coordination of arts and music festivals, managing exhibitions and management of major sporting events.



The Division of Business  
is accredited by the  
European Quality  
Improvement System  
(EQUIS).

## Further information

Domestic students  
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### Graduate Certificate in Management (Event Management)

Program Code: DCMT  
Home Campus: City West  
Program Duration: 0.5 year (full-time)  
Entry requirements: A recognised university undergraduate or postgraduate degree or equivalent professional experience.

### Graduate Diploma in Management (Event Management)

Program Code: DGMT  
Home Campus: City West  
Program Duration: 1 year (full-time)  
Entry requirements: A recognised university undergraduate or postgraduate degree or completion of DCMT.

### Master of Management (Event Management)

Program Code: DMMT  
Home Campus: City West  
Program Duration: 1.5 years (full-time)  
Entry requirements: A recognised university undergraduate or postgraduate degree or completion of DGMT.

## Study Schedule

Course	Graduate Certificate	Graduate Diploma	Master
People, Organisations and Leadership	•	•	•
Global Business Environment		*	•
Accounting for Management		*	•
Marketing Management		*	•
Meetings, Conventions and Exhibition Management	◦	•	•
Sport, Tourism and Events	◦	•	•
Arts and Cultural Events Management	◦	•	•
Festivals and Events	◦	•	•
Elective	•	•	•
Elective		•	•
Elective			•
Elective			•

- Compulsory courses
- \* Choose 1 from this list
- Choose 2 from this list

## Fees

Domestic students may be eligible for the Commonwealth Government's Higher Education Loan Program (FEE-HELP).

## Application

Applications can be made online at [www.unisa.edu.au/applyonline](http://www.unisa.edu.au/applyonline)

This program has four intakes per year. You can apply at any time for the following study periods:

Study Period 1	Commences January
Study Period 3	Commences April
Study Period 4	Commences July
Study Period 6	Commences September

Note: A minimum GPA may be required for entry to these programs.