



Tourism and Recreation - Event Manager

Form of study: full-time

IN OCTOBER English

Key program features

MICE meetings market analysis
Event management
Sport and leisure event budget management
Event marketing
Legal aspects of the organization and security of mass events
Negotiation and business customer service in the MICE market
Crisis management in the event industry
International marketing
Sport and leisure event programming
Human resources management
Accounting for small and medium-sized enterprises
International business negotiations (subject in English)
Team management
CRM - customer relationship management
Intercultural communication in business

<https://www.merito.pl/english/poznan/educational-offerings/masters-degree/programs/tourism-and-recreation-event-manager-0>