



Tourism and Recreation - Event Manager

- Program - studia II stopnia

full-time IN OCTOBER Master's English

What will you learn if you choose Tourism and Recreation

Looking to become a leader in the dynamic world of event tourism and business travel? Merito University's Event and Business Tourism Manager program in Poznań offers an advanced degree focused on the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector. You'll gain expertise in event marketing, event organization, and management, learning how to develop event concepts and bring them to life. This program equips you with the skills to organize recreational and sporting events, negotiate costs with subcontractors, secure sponsorships, and master the intricacies of business meetings and travel.

This specialized course prepares you for a career as an event manager, marketing/event agency director, sports and recreation event organizer, sports manager, or MICE organizer. You'll delve into event budget management, legal aspects of mass events, crisis management, and international business negotiations. With courses like "International Business Negotiations" taught in English, you'll expand your global perspective and open doors to exciting international opportunities. Join us and become a sought-after professional in the thriving event tourism industry!

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

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między english_poznan a studentem zawierana jest w formie pisemnej.



CRM - customer relationship management

Intercultural communication in business