

**Group: IMTH**

**Degree: Master**

**Course: Research in MICE Management**

- 1. Credits: 3**
- 2. Grade & Semester: First year, first semester**
- 3. Prerequisites: N/A**
- 4. Course objectives:**

The objectives of this course are firstly, to provide a conceptual overview and a systematic study of meetings, incentive, conventions and events/exhibitions (MICE) programming, management, marketing and practical applications. Secondly, the course aims to foster professionalism in MICE management, covering current knowledge, theory, methodologies and ethics

- 5. Course description/outline:**

This course gives students an overview of the MICE sector in the tourism industry. Students will further learn how to understand the managerial and operational aspects pertaining to the MICE industry. This course will allow students to acquire an in-depth understanding of the MICE industry and to become familiar with the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a MICE context.