



DIPLOMA in TOURISM MANAGEMENT, e-MARKETING & INNOVATION

September 2024

Semester 1					
Module	Day	Sep	Oct	Nov	Dec
Tourism Management and Marketing Principles (6:15-9:30pm)	Tuesday	17, 24	1, 8, 15, 22, <u>29*</u>	-	
Innovation and Creativity in Tourism (6:15-9:30pm)		-	-	5, 12, 19, 26	3, 10

Semester 2					
Module	Day	Jan	Feb	Mar	Apr
e-Tourism and Digital Marketing (6:15-9:30pm)	Tuesday	7, 14, 21, 28	4, 11, 18, <u>25*</u>	4	-
Culture and Heritage Management (6:15-9:30pm)		-	-	11, 18, 25	1

*Reading weeks: Oct 28th - Nov 1st and Feb 24th - 28th

Assessment - 100% CA

All professional diplomas will be delivered wholly online as Live Online Lectures through Zoom.