

Faculty of Commerce and Management
General Electives
3rd Semester
Event Management

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
	Event Management	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

Course Objective

To make students capable enough to understand the management and operational aspects pertaining to event management

Course Content

Unit-I:

Concept, Importance and Advantages, Type of events Cultural, festivals, religious, business etc, Qualities of Event managers, Stakeholders in events, the host organization, the host community, Sponsors

Unit-II:

Perspectives on events: Introduction, The government perspective, The corporate perspective, The community perspective. Event Planning: Concept and Design- purpose of an event, Analysis of need of audience, Process of event planning. Event Planning Tips: 5 W's of event planning & and 1 H, Venue selection and Contracting Event Venue.

Unit-III:

Event Analysis: Market Research, Market Analysis, Competitors Analysis in Event Planning. SWOT Analysis in Event Planning, Project planning and development. Event Marketing: Introduction, Steps involved in creating a promotional campaign.

Unit-IV:

Event promotion: advertising and public relation, formulation of event marketing budget and budget plan, identifying funding resources, Incentives to attract the sponsors: Tactics and methods of successful event marketing, Evaluation of marketing efforts

Suggestive Readings:

- 1) Corporate Events, Sohini Singh
- 2) Event marketing & mgt – Sanjaya Singh Gaur, Sanjay V. Saggere
- 3) Best Practices in Modern Event Management.-Goldblatt-, John Wiley & Sons.
- 4) Allen, J. (2000). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Canada: Wiley.
- 5) Armstrong, J. S. (2001). Planning Special Events. New York : Josse Bass Wiley