



NAIPUNNYA SCHOOL OF MANAGEMENT

(A Project of the Archdiocese Ernakulam-Angamaly)



POST GRADUATE DEPARTMENT OF COMMERCE & MANAGEMENT

ADD-ON COURSE 2023 PROGRAMME: CERTIFICATE IN EVENT MANAGEMENT PROGRAMME CODE: PGDCM-2308

Teaching Hours : 30 Hours

OBJECTIVES OF THE COURSE

- To provide students with a comprehensive understanding of the concept, history, scope, and significance of events and event management.
- To equip students with the necessary skills to plan, organize, and manage different types of events effectively, including problem-solving and crisis management.
- To familiarize students with the principles and practices of event marketing, including customer care, promotion, media relations, and evaluation.
- To develop students' ability to coordinate and communicate in various forms for successful event execution while emphasizing visual and electronic communication tools.

Unit 1 -Introduction to Events

History -Scope - Nature and Importance - Types of Events - Unique features Event Management - Individual events and corporate events , conference and convention centres , types of venues for conducting events- Practices in Event Management - Key steps to a successful event . (10 Hour)

Unit 2 -The Dynamics of Event Management

Event Planning and organizing - Problem Solving and Crisis Management –Managing People and Time - Site and Infrastructure Management . (10 Hour)

Unit-3 -Event Marketing

Event Marketing - Customer care - Marketing equipment's and tools - Promotion , Media Relations and Publicity Event Co - ordination Visual and Electronic Communication - - Event Evaluation. (10 Hour)

COURSE OUTCOME

- Understand the historical evolution, scope, and unique characteristics of events and demonstrate their importance in contemporary society.
- Plan and execute event logistics, including selecting suitable venues, managing infrastructure, and effectively coordinating teams, while addressing potential challenges and crises.

- Apply event marketing strategies by utilizing customer-centric approaches, employing marketing tools, fostering media relationships, and effectively promoting events to target audiences.
- Demonstrate proficiency in event coordination and communication, employing visual and electronic communication methods, and evaluate event success using appropriate criteria and metrics.

References:

1. *Event and Entertainment Marketing- Avireh, Barry(1994), Vikaas Publications ,New Delhi.*
2. *Event Marketing and Management-Gaur Sanjay Singh(2001)-Vikas Publications New Delhi.*
3. *Event Planning and Management-Diwakar Sharma(2009)-Deep&Deep Publications,New Delhi*
4. *Special Events-Best Practices in Modern Event Management,-Joe Gold Blatt,John Wiley and Sons,Newyork*