

## Program Curriculum

**SEMESTER I****1. EVENT PLANNING AND PRODUCTION**

- Market-Oriented Strategic Planning
- Managing Resources
- Event Coordination
- Event Production
- Producing A Great Show
- Supply Of Facilities
- Event Logistics
- Catering As An Event Management Tool

**2. Business Communication**

- Communication in Business,
- Process of Communication
- Psychological and Cultural Dimensions of Business Communication
- Listening skills
- The Writing Process - Planning
- Writing Process : Organizing, Composing and Revising Business Messages
- Writing Routine, Good News and Goodwill Messages
- Writing Indirect Messages
- Short and Long Reports
- Developing and Delivering Effective Presentations
- Interviews and Meetings
- Group Communication Strategies
- Resumes and Employment Letters
- Communicating with Technology
- Formats for Business Documents

**3. Event Marketing**

- Introduction to Events and Event Marketing
- Marketing of Events
- New Product
- Importance of Marketing Mix in Events
- Role of Event Management in Corporate Communication
- Significance of Events

**4. Consumer Behaviour**

- Consumer Behaviour
- Consumer Research
- Motivation, Personality and Emotion
- Consumer Learning
- Consumer Perception
- Consumer Involvement
- Information Processing
- Attitude
- Social Class, Lifestyle and Culture
- Retail Consumer and Outlet Selection
- Consumerism
- Consumer/Satisfaction
- Organizational Buying Behaviour
- Consumer Modelling
- Rural Buying Behaviour

**5. Submission\***

**Student is required to submit a online submission by end of semester 1**

## Program Curriculum

### SEMESTER II

#### 6. Event Matrix

- Media in Event Management
- Mice in Big Business
- Special Event Risk Management
- Time Management in Events
- Uses of Information Technology for Events
- Selecting, Contracting And Managing Performers
- Corporate Sponsorship For Promotional Events
- And Programs
- The 10 Biggest Mistakes Most Event Planners
- Make...And How To Avoid Them
- Fashion Shows as an Event
- Notes, Bills and Cheques
- Bankers and Customers
- Nature of Company
- Forming Your Own Event Company

#### 7. Marketing Research

- Fundamentals of Market Research
- Application and Limitations
- Sampling
- Questionnaire Design Development
- Scaling
- Data Collection - Primary and Secondary
- Data Preparation and Processing
- Data Analysis and Interpretation
- Multivariate Analysis
- Research Process and Design
- Specialized Techniques in Market Research
- Market and Sales Analysis Research
- New product Development and Test Marketing
- Presentation of Research Findings
- Internet Based Research and Ethics in Research

#### 8. Event Laws & Licenses

- Relevant legislations
- liquor licenses
- Trade Acts
- Stake holders and official bodies
- Contracts
- Tax Tips in Events

#### 9. Advertising & Media Planning

- Basics Of Media Planning
- Media Mix
- Media Buying
- Outdoor Advertising
- Point of purchase of Advertising
- Media Brief
- Digital Media
- Cyber Crimes and Challenges of the New India
- Media Calculations & Terms
- Video as an Advertising Medium
- Innovative Media
- Advertising Agencies and media relations organizations

#### 10. Research Project

Students are required to submit a research project by the end of the semester 2