

1. Name of the Faculty: Mass Communication												
2. Course Name		SPECIALIZATION: STRATEGIES OF EVENT MANAGEMENT						L	T	P		
3. Course Code		JM312						3	1	0		
4. Type of Course (use tick mark)							Core (√)	DE ()	FC ()			
5. Pre-requisite (If any)		10+2 in any discipline		6. Frequency (use tickmarks)		Even (□)	Odd ()	Either Sem ()	Every Sem ()			
7. Total Number of Lectures, Tutorials, Practicals												
Lectures = 30				Tutorials = 10				Practical = Nil				
8. COURSE OBJECTIVES: After studying this course students be able to understand evolve as Event Managers and also specialize in specific event categories												
9. COURSE OUTCOMES (CO):												
<i>After the successful course completion, learners will develop following attributes:</i>												
COURSE OUTCOME (CO)		ATTRIBUTES										
CO1		Students will be given intensive introduction to the growing importance and exponential boom in event management										
CO2		Students be follow case studies on types of events and the structure and organization of top event management firms										
CO3		Students will pick up individual firms as case studies and understand how to build portfolio as event managers										
CO4		Students will intern with a firm/ at the University level and take up events training										
CO5		Students should be able to analyze event impact and develop basic reports pre and post event										
10. Unit wise detailed content												
Unit-1		Number of lectures = 08		Title of the unit: Growth and Exponential rise in Event Industry				Mapped CO:4,5				
Origin and growth of Event Management industry, Case Studies of various Event companies												
Unit-2		Number of lectures =08		Title of the unit: Rle of Events in Building Brand Consciousness				Mapped CO:3, 5				
Why certain Industries support certain events, their strategies and outreach. Case studies												
Unit-3		Number of lectures = 08		Title of the unit: Building portfolios as event managers				Mapped CO:1,3,5				
Developing MASstige through events, Study of various Events global, national and local tp understand portfolio development as an Event Manager												
Unit-4		Number of lectures = 08		Title of the unit: Practical Training				Mapped CO:2,4,5				
Associating with various events to develop skills asan Event Manager. At least three specific categories of Events to be associated with												
Unit-5		Number of lectures = 08		Title of the unit: Creating Pre and Post Event Reports.				Mapped CO:,1,2				
Creating Live reports fro Various events that have been participated in Unit 4 and developing the necessary reports pre and post events to build brand portfolios												
11. CO-PO mapping												
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	1	3	2	1	2	1	2	3	3	3	
CO2	2	2	1	2	1	2	2	1	2	3	3	
CO3	2	2	2	1	1	1	2	3	3	3	3	
CO4	2	3	2	2	1	2	2	3	3	3	3	
CO5	3	1	3	3	2	1	2	2	3	3	3	
3 Strong contribution, 2 Average contribution, 1 Low contribution												
12. Brief description of self-learning / E-learning component												
<ol style="list-style-type: none"> Students should view details of origin and growth of Event Companies Students should go to the websites of leading Events Companies like Wizcraft, Geometry Encompass , WPP etc and see their company profile All events—from all spheres..sports/fashion/film/ TV etc should be viewed and analyzed 												
13. Books recommended:												

1. The Accidental Creative: How to be Brilliant at a Moment's Notice By Todd Henry
2. The Wiley Series of Event Management Books
3. Event Management, Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris and Ian McDonnell
4. Event Marketing & Management, Sanjaya Singh Gaur, Sanjay V Saggere, Vikas Publishing House P Ltd
5. Event Management & Marketing N KelaiSelvan , ICFAI University Press
6. Successful Event Management: A Practical Handbook by Anton Shone and Bryn Parry
7. Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements Robbin Phillips
8. The Business of Event Planning: Behind-the-Scenes Secrets of Success Special Events by Judy Allen
9. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, etc. Judy Allen