

1. Name of the Faculty: Mass Communication											
2. Course Name	EVENT MANAGEMENT							L	T	P	
3. Course Code	JM302							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 (usetickmarks)		Even ()	Odd (√)	Either Sem ()	Every Sem ()			
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30			Tutorials = 10			Practical = Nil					
COURSE OBJECTIVES: Event management is one of the best communication tools used by companies to reach millions of people, their target audience, for all their marketing, advertising and promotional activities. It is, therefore, very important to understand the role and purpose(s) of special events in an organization, to study the techniques and strategies required to plan successful events and also to promote, conduct and implement special events for the targeted markets.											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1		Student should learn about the importance and role of event management									
CO2		Students be understand various types of events and their structure and organization									
CO3		Students should be able to inculcate the skills suited for managing events									
CO4		Students should participate in managing events and get hand-on experience									
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: Introduction to Event Management.			Mapped CO:1				
Introduction to Event Management, Various types of Events and their categories and needs, Role & Scope of Event Management, Corporate needs for events,											
Unit-2	Number of lectures =08			Title of the unit: Event Planing and resources			Mapped CO:1,2				
Conceptualization, Event Planning & Proposal, Organizational Culture, Target audience for events, Event Formats—meetings, seminars, conferences											
Unit-3	Number of lectures = 08			Title of the unit: Event Managing Skills			Mapped CO:2,3				
Event Management Skills, Team Building, Managing and Event, Creating templates for events, on ground practice, Creatives in Events : Briefing the creative team, research, referencing, execution of creatives											
Unit-4	Number of lectures = 08			Title of the unit: Event Marketing and Advertising			Mapped CO:2,4,5				
Events – Marketing, Advertising, Promotion, Event Management – A PR Tool, Case Studies, Experiential Event Marketing,											
Unit-5	Number of lectures = 08			Title of the unit: Event strategies			Mapped CO:				
Event Budgeting & Accounting, Entertainment Marketing & Communication, Events as Services Marketing- Role & Scope, Production & Costing Special Events and MICE											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	1	2	2	3	3	3
CO2	2	2	1	3	1	1	2	3	3	3	3
CO3	2	2	2	2	1	2	1	1	2	3	3
CO4	2	2	1	2	1	1	2	2	3	3	3
CO5	2	1	1	2	1	1	2	3	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"> https://www.youtube.com/watch?v=LgMbitJUdM0 https://www.youtube.com/watch?v=IML9R2et2nI&list=RDCMUCN83rA0uafgaB0IVtFAqSug&start_radio=1&rv=IML9R2et2nI&t=30ch?v=NrYFGu12bCg https://www.youtube.com/watch?v=WxHWjmwNpdo https://www.youtube.com/watch?v=oKvmMDndiuk 											