

**DEPARTMENT OF COMMERCE  
MTM COLLEGE OF ARTS SCIENCE AND COMMERCE  
SYLLABUS OF CERTIFICATE COURSE**

**EVENT MANAGEMENT**

Objectives:

- To give the students an overview of event management and marketing
- To equip the students with idea of event design, planning and promotion

Total Hours: 30 Hrs

Module 1

Event Management: Introduction, The Emergence of Events Industry, types of Events, Definitions of Event management, Importance of Event Management, Event Design: Event Design and Concept, Role of Event Management Companies, the Scope of Event Management,

15 Hours

Module 2

Event Design: Event Design and Concept, Role of Event Management Companies, the Scope of Event Management, Event Marketing: Introduction, Event Promotion, Promotional Strategies, and five P's of Event Marketing: Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing, Introduction, key Steps for Planning an Event, Out Sourcing,

15 Hrs

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