



MTM COLLEGE OF ARTS, SCIENCE AND COMMERCE,  
VELIYANCODE  
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES  
**Certificate Course: Event Management**

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Course Code: MTMCM04

Total hours: 30 hours

Course evaluation: Written Exam- 50 marks and internal exam 25 marks

### **Course Description**

The Event Management course is considered to be a part of hospitality and mass communication courses.

Aspirants can pursue an Event Management course as a diploma or certificate course. Candidates who wish to pursue a graduate level certificate course in Event Management can pursue a specialized course.

This course inculcate the following, Basic Managerial Skills, Corporate Communications, Marketing Management-Events, Behavioral Aspects of Humans at Work, Advance Event Budgeting and Economics, Concept and Designing of Events, Production Management- Events, Event Logistics, Handling of Media and Celebrities, Special Events Course Learning Objectives.

### **Objectives:**

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

### **Syllabus**

#### **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, OutSourcing,

15 Hrs

**Reference:**

1. Event Management and Marketing: Theory, Practical Approaches and Planning, Dr. Anukrati Sharma and Dr. Shruti Arora Paperback
2. Event management, by Hoshi bhiwandiwala



**MTM COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
**VELIANCODE**  
**CERTIFICATE COURSE EXAMINATION 2019-20**  
**MTMCM04: EVENT MANAGEMENT**

Max time: 2 Hours.

Max marks:50

**PART A**

**Answer any 10. Each carries 5 marks**

1. What are events? Explain types of events?
2. Differentiate event and event management?
3. Explain the event management process?
4. What is event marketing?
5. What do you mean by event planning?
6. Explain the models of event management?.
7. What do you mean by the event management industry?
8. Mention the role the event manager
9. What are the needs and importance of event management?
10. Describe 5C' S of events?
11. What are strategies of event marketing?
12. Explain event awareness?
13. What do you mean by event financing?
14. Describe the importance of event planning?
15. What are the essential elements of event planning?



**MTM COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
**PAZHANJI, VELIYANCODE, MALAPPURAM**  
**AFFILIATED TO UNIVERSITY OF CALICUT**

Department of Commerce and Management Studies  
in association with IQAC presents

## **Certificate Course in Event Management**

What you 'll learn:

- Management process
- Business communication
- Advertising management for services.
- Event management planning.
- Marketing and brand management.
- Communication and personality development.
- Event risk management.
- Advertising, PR and event management.

Last date of registration : 16-09 -19  
Commencement of Class : 17-10-19  
Duration of the Course : 30 hours

