



MTM COLLEGE OF ARTS, SCIENCE AND COMMERCE,
VELIYANCODE
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Certificate Course in Event Management

Course Code: MTMCM11

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 at 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 idea 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 Hours

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, VELIYANCODE
CERTIFICATE COURSE EXAMINATION 2021-22
MTMCM11: EVENT MANAGEMENT

Max time: 2 Hours.

Max marks: 50

PART A

Answer any 10. Each carries 5 marks

1. What do you mean by Event planning?
2. What are the characteristics of an event?
3. Define the event management process?
4. What are the levels of event planning and promotion?
5. What do you mean assessment of event profitability?
6. How to plan to conduct an event?
7. Explain the concept of marketing of an event?
8. What do you mean by effective marketing of an event?
9. What do you mean by event branding?
10. Briefly explain web based event marketing.
11. What are the features of an event?
12. What do you mean by monitoring?
13. Describe different types of events?
14. Define various promotional strategies for marketing an event?
15. "Event management is a new generation entrepreneurship". Do you agree?



**MTM COLLEGE OF ARTS, SCIENCE AND COMMERCE
PAZHANJI, VELIYANGODE, 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 20-10-2021

Commencement of Class : 04-11-2021

Duration of the Course : 30 hours

