

**ELECTIVE- EVENT MANAGEMENT**  
**REOURCE PLANNING & MARKETING**

Subject Code- EVM 2

**Max. Marks (Ext. Exam): 80**  
**Min. Pass Marks : 32**

**OBJECTIVE :**

**The objective of the course is to teach the students the basic principles of event planning and how to use marketing tools in Event Management.**

**COURSE CONTENTS :**

- UNIT – I      Event Planning; Management & Coordination, Various types of Events, Concept Development, Event Planning Process.**
- UNIT – II      Event Marketing & its Basic Principles, Concept of Market in Events Segmentation, Targeting & Positioning in Event Marketing.**
- UNIT – III      Concept of Product in Event Marketing; Pricing in Event Marketing, Setting Pricing Objectives, Risk Rating.**
- UNIT – IV      Concept of Promotion in Event Management; Brand Building Marketing & Communication Strategies.**
- UNIT – V      Strategic Market Planning; Strategic Alternatives for Growth Building, Strategies for Event Marketing.**

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**SUGGESTED READINGS :**

- 1.      Event Planning & Management by Diwakar Sharma; Deep & Deep Publication.**
- 2.      Event Marketing & Management by Sanjay Singh Gaur; Sanjay V..etc; Vikas Publishing House.**
- 3.      Marketing Management by Philip Kotler; Prentice Hall of India.**
- 4.      Event Management by Lynn, Van Der Wagen, Brenda R. Carlos; Prentice Hall.**
- 5.      Successful Event Management by Anton Share, Bryn, Parry; Continuum International Publishing Group 2001.**