

Post Graduate Certificate in Management (Event Management) PGCM (EM)

PROGRAMME CURRICULUM

Semester I

Event Planning and Production

1. Market oriented Strategic Planning
2. Managing Resources
3. Event Coordination
4. Event Production
5. Producing a Great Show
6. Supply of Facilities
7. Event Logistics
8. Catering as an Event Management Tool

Event Marketing

1. Introduction to Events and Event Marketing
2. Marketing of Events
3. New Product
4. Importance of Marketing Mix in Events
5. Role of Event Management in Corporate Communication
6. Significance of Events

Business Communication

1. Communication in Business,
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening skills
5. The Writing Process - Planning
6. Writing Process : Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

Consumer Behaviour

1. Consumer Behaviour
2. Consumer Research
3. Motivation, Personality and Emotion

4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer/Satisfaction
13. Organizational Buying Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

Submission* Student is required to submit a online submission by end of semester 1

Semester II

Event Matrix

1. Media in Event Management
2. MICE is Big Business
3. Special Event Risk Management
4. Time Management in Events
5. Uses of Information Technology for Events
6. Selecting, Contracting And Managing Performers
7. Corporate Sponsorship For Promotional Events And Programs
8. The 10 Biggest Mistakes Most Event Planners Make...And How to Avoid Them
9. Fashion Shows as an Event
10. The Indian Contract Act
11. Notes, Bills and Cheques
12. Bankers and Customers
13. Nature of Company
14. Forming Your Own Event Company

Event Laws & Licenses

1. Relevant legislations
2. liquor licenses
3. Trade Acts
4. Stake holders and official bodies
5. Contracts
6. Tax Tips in Events

Advertising & Media Planning

1. Basics of Media Planning
2. Media Mix
3. Media Buying

4. Outdoor Advertising
5. Point of Purchase of Advertising
6. Media Brief
7. Digital Media
8. Cyber Crimes and Challenges of the New India
9. Media Calculations and Terms
10. Video as an Advertising Medium
11. Innovative Media
12. Advertising Agencies and Media Relations

Marketing Research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire Design Development
5. Scaling
6. Data Collection - Primary and Secondary
7. Data Preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process and Design
11. Specialized Techniques in Market Research
12. Market and Sales Analysis Research
13. New product Development and Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments

Research Project Students are required to submit a research project by the end of the semester 2