UNDER GRADUATE DIPLOMA IN ASPECTS OF MEDIA, MARKETING & EVENTS

DURATION : ONE YEAR FULL TIME (2 SEMESTERS)

ELIGIBILITY : H.S.C. OR EQUIVALENT IN ANY FACULTY

ADMISSION PROCEDURE:WRITTEN TEST FOLLOWED BY INTERVIEWS

OBJECTIVE :

- To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical know how about event industry.
- To impart Understanding of the five stages of event management: research, design, planning, coordination, and evaluation
- To learn to how to manage time effectively, to manage human resources and volunteers
- To have insight into hiring vendors, caterers, sound and light technicians, entertainment, and other resources
- To be knowledgeable about risk-management procedures and tactics
- To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements
- To understand budgeting, pricing, and accounting as they relate to event design

JOB OPPORTUNITIES :It is in this light that event management has become one of the most strongly emerging careers in India today.Career opportunities are available in Live Entertainment Shows (domestic and international), corporate events (product launches, dealers meet), various exhibitions, seminars, conferences, and carnivals, regional and national festivals.

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COURSE CONTENTS:

SEMESTER 1

- Introduction to Event Management
- Communication, PR & Presentation Skills for Events
- Event Management Planning
- Event Production - Process & Resource
- Event Hospitality, Law & Permissions
- Practical Event Management - I

SEMESTER 2

- Advertising and Sales Promotion
- Event Marketing & Sponsorship
- Special Events – Wedding Planning & Live Events
- Event Cost Accounting & Finance Management
- Media Management
- Practical Event Management - II