

Programme: MBA Tourism & Travel Management

MBT5011 EVENT PLANNING AND MARKETING

Course Code	MBT5011	Semester	III/IV
Course Title	Event Planning and Marketing		
Credits	3	Type	Elective

Course Description

This course is designed to develop marketing and promotional skills for future business people and entrepreneurs in the events industry.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Impart knowledge, skills, and competencies required to plan and execute the events
- CO2: Provide basic knowledge about the event planning process
- CO3: Help the students understand laws, licenses, and permissions required for holding an event
- CO4: Acquaint knowledge on budget planning and sponsorship management

Course Structure

The following is a detailed syllabus of Event Planning and Marketing:

Module I: Event Planning

Introduction, Importance-Planning event – Determining the purpose of your event, What is the Goal of Your Event? Understanding Your Event's Audience – Need Analysis – Corporate market and social events- Event Planning Process.

Module II: Event Planning Process

Creating a vision and establishing a theme- Undertaking situational analysis- Setting Objectives-Determining the Event Feasibility-Choosing an Organisational Structure- Preparing an Event Management Plan.

Module III: Event Laws & Permissions

Permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS), Performing License, Entertainment Tax, Permissions for open ground events, license for serving liquor, Waste Management & Green Events.

Module IV: Event Budgeting

Introduction & Importance. Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Analysis, Making the budget, Do's & Don'ts of budgeting-Event Sponsorships - Importance of sponsorship - for event organizers, for sponsors- Type of sponsorships -Event Technology-LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, iBeacons, Near Field Communication, Cloud Computing.

Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

Programme: MBA Tourism & Travel Management

References

- Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd.
- Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
- Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI
- Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition.