

YEAR 2020

P. G. D. E. M (39)

(1)

SEMESTER-I

Marks Distribution

No.	Subjects	Theory	Practical	Internal	Total Marks
1	Science of Human Communication	80	-	20	100
2	Introduction to Event Management	80	-	20	100
3	Event Management Planning	50	30	20	100
4	Project & Viva-voce	-	80	20	100

Paper-I

Science of Human Communication

Unit-I

- 1.1 Evolution of social groups in society
- 1.2 Essentiality of communication in social groups
- 1.3 Concept of Society
- 1.4 Essentials of communication to build the society
- 1.5 Concept and process of Socialization in Communication

Unit-II

- 2.1 Concepts, Definitions of Communication
- 2.2 Process of Communication
- 2.3 Functions of Communication
- 2.4 Elements of Effective Communication
- 2.5 Importance of Communication

Unit-III

- 3.1 Types of Communication
- 3.2 Interpersonal Communication
- 3.3 Intrapersonal Communication
- 3.4 Group & Mass Communication
- 3.5 Verbal, Non-Verbal, Written & Oral communication

Unit-IV

- 4.1 Lasswell model of Communication

(प्रवीण डहेरिया)
सह प्रभारी
सांध्यकालीन पाठ्यक्रम विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

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- 4.2 Wilbur Schramm's participatory model of communication
- 4.3 Osgood's model of communication
- 4.4 Dance model of communication
- 4.5 Barriers of Communication

Unit-V

- 5.1 Mass communication: Process & Role
- 5.2 Public opinion, Propaganda, Publicity
- 5.3 Communication Technologies
- 5.4 Mass Media: Print, Electronic & New Media
- 5.5 Strength & Weakness of Mass Media

Suggested Reading:

1. Belch, G. E., & Belch, M. A. (2014). *Advertising & Promotion : An Integrated Marketing Communication Perspective*. New Delhi: Tata McGraw Hills.
2. Chunawalla, S. A. (2008). *Foundations of Advertising : Theory & Practice*. New Delhi: Himalaya Publishing House.
3. Kenneth, C., & Donald, B. (2015). *Integrated Advertising, Promotion & Marketing Communications*. New Delhi: Pearson Education Limited.
4. Sengupta, S. (2011). *Business & Managerial Communication*. New Delhi: PHI.
5. Sirgy, M. J., & Rahtz, D. R. (2006). *Strategic Marketing Communications : A System Approach to IMC*. New Delhi: Thomson Publications

Paper-II

Introduction of Event Management

Unit-I

- 1.1 Definition of Event, Meaning of Event
- 1.2 Definition, Historical Perspective of Event Management
- 1.3 Characteristics of Event
- 1.4 Size and Types of events
- 1.5 Scope and Importance of Event Management

Unit-II

- 2.1 Principles of management
- 2.2 Establishing Policies and Procedure
- 2.3 Event Proposal, Content & Importance.

2.4 Qualities of Event Manager, MICE elements (Meetings, incentives, conferences, and exhibitions)

2.5 SWOT and PESTEL analysis

Unit-III

3.1 Definition & Objectives of sponsorship

3.2 Different types of sponsorship

3.3 Event Sponsorship Strategies

3.4 Budgeting Preparation, Profitability analysis

3.5 Audience Acquisition & Participation Management.

Unit-IV

4.1 Concept of Event Marketing Management

4.2 Types of advertising

4.3 Promotional Tools (Flyers, Posters, invitations, Website, Newsletters, Blog, Tweet).

4.4 Types of Media, Media Management

4.5 PR strategies for Events

Unit-V

5.1 Venue Selection and Feasibility Study of Venue

5.2 Vendor Management.

5.3 Decoration and Entertainment & Performance.

5.4 Safety & Security Requirement of Venue.

5.5 Permission required for holding an event (IPRS-Indian performing Rights Society and PPL-Phonographic Performing License)

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Suggested Reading

1. Nayak, Atul Fundamentals of Marketing, New Delhi, Excel Book.
2. Dimitri Jasssiopoules, Event Management, a Professional & Development Approach, Juta Academic
3. Krynparry, Antonshone, Successful Event Management, a Practical Handbook.
4. Rao VSP & Krishna Hari Management text and cases Excel Books, New Delhi
Satya Raju & Parthasarthy, Management: Text & Cases, Prentice Hall of India

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Paper-III
Event Management Planning

Unit-I

- 1.1 Meaning of Planning
- 1.2 Definition of Planning
- 1.3 Types of Planning
- 1.4 Vision, Mission, Goal (SMART)
- 1.5 SWOT Analysis

Unit-II

- 2.1 Planning Process
- 2.2 Planning Schedule
- 2.3 Checklist preparation
- 2.4 Factors affecting Planning
- 2.5 Importance of Planning

Unit-III

- 3.1 Event management Committee
- 3.2 Functions and Responsibilities of committee
- 3.3 Structure of Committee
- 3.4 Coordination among Committee
- 3.5 Importance of Committee

Unit-IV

- 4.1 Meaning of Team
- 4.2 Types of event team
- 4.3 Qualities of team members
- 4.4 Advantages of Team
- 4.5 Disadvantages of Team

Unit-V

- 5.1 Audience of Event and its Types
- 5.2 Participants Guidelines
- 5.3 Fee structure and Payment gateways
- 5.4 Layout types and Planning
- 5.5 Facilities & Amenities to Audience

Practical: Take an event of your choice with a fictitious company and prepare a report on how to effectively conduct an event with pre and post planning process.

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Suggested Reading:

1. Syanverder Wagen, Br Carlo, Event Management for Tourism Cultural Business Sporting Events, Pearson Education, 2008.
2. Event Management by Lynn Van Der Wagen & Brenda R Carlos.
3. Successful Event Management by Anton Shone & Bryn Parry
4. Koontz and Wehrich Principles of Management, Tata Mc Graw Hill. New Delhi
5. Robbins, Management, 9th edition Pearson Education, 2008.

PAPER-IV

Project & Viva-Voce: 100 Marks

1. Students are required to get a real time experience of mega event/programme and submit a project report based on that experience.
2. Students are required to cover 3-4 events of any city and submit report based on these events.

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SEMESTER-II

Marks Distribution

No.	Subjects	Theory	Practical	Internal	Total Marks
1	Consumer Behaviour and Brand management	80	-	20	100
2	Event Production Process	50	30	20	100
3	Event Marketing & Advertising	80	-	20	100
4	Project & Viva-Voce	-	80	20	100

Paper-I

Consumer Behaviour and Brand management

Unit-I

- 1.1 Meaning & Definition of Consumer Behaviour
- 1.2 Scope & Importance of Consumer Behaviour
- 1.3 Role of Consumers in Marketing Function
- 1.4 Consumers Decision Making Process
- 1.5 Innovation & Diffusion process

Unit-II

- 2.1 Meaning of Customer Satisfaction
- 2.2 Scope of Customer Satisfaction
- 2.3 Components of Customer satisfaction
- 2.4 Measuring customer satisfaction

2.5 Customer Retention & its Strategies

Unit-III

3.1 Concept of Consumer Decision Making

3.2 Process of Consumer Decision Making

3.3 Consumer Rights, Protection & Education

3.4 Dynamics of Perception

3.5 Customer Relationship Management

Unit-IV

4.1 Evolution of Brands

4.2 Concepts & Nature of Branding

4.3 Scope & Importance of Branding

4.4 Anatomy of a Brand

4.5 Branding challenges & opportunities

Unit-V

5.1 New Brand Launchings, Brand Overtime

5.2 Understanding Brand Equity: Meaning & Concepts

5.3 Integrated Brand Marketing

5.4 Tools of Integrated Brand Marketing

5.5 Building Brands on Internet

Suggested Readings:

Vk *Kanchan* *Azeem* *Murugesan*

1. Anderson, K. (2001). *Carol Kerr. Customer Relationship Management*. New Delhi: Mc Graw Hill Education(1st edition).
2. Kumar, V., & Werner, R. (2012). *Customer Relationship Management: concepts, strategy & tools*. New York: Springer(2nd ed).
3. Majumdar, R. (2011). *CONSUMER BEHAVIOUR*. New Delhi: Prentice Hall of India.
4. Rai, A. (2012). *Customer Relationship Management*. India: Prentice Hall of India
5. Aaker, David. (2009). *Brand Leadership*. Noida: Simon & Schuster India
6. Keller, Kevin. (2012). *Strategic Brand Management*. New Delhi: Pearson education.
7. Panda, Tapan. (2016). *Product & Brand management*. New Delhi: Oxford Publication.

Paper-II

Event Production Process

Unit-I

- 1.1 Producing a great show- phases of staging an Event.
- 1.2 Pre Production Checklist, Event Logistics- Layout and design.
- 1.3 Supply of Facilities –Audiovisuals.
- 1.4 Purpose of visual presentation, Visual sources.
- 1.5 Live Videos and Images, Computer generated Signal Processing, Distribution Amplifiers

Unit-II

- 2.1 Visual Presenters and Display Equipments.

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- 2.2 Different types of Screens
- 2.3 Multimedia Presentations and Setting goals and Content for show
- 2.4 Selection of Equipments
- 2.5 Equipment Setup and Operation. Risk and Safety

Unit-III


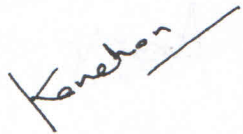
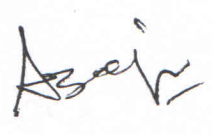

- 3.1 Different types of lighting fixtures (source):- Fresnel spot light, HMI, PAR, keno, ellipsoidal reflector light, soft box, led panel, cool lights
- 3.2 Function of stage lighting, soft and hard lighting.
- 3.3 Basic concepts of lighting, colour temperature of lights
- 3.4 Basic three point lighting, lighting for one character, lighting for moving character, lighting for more than one character
- 3.5 Theatre ellipsoidal spot light with RDM for studio

Unit-IV

- 4.1 Selection and use of different microphones and other in-camera recording modes
- 4.2 Indoor audio production, outdoor/ field audio production
- 4.3 Portable audio mixer, audio console.
- 4.4 Field recording, sound recorders, audio mixer
- 4.5 Single camera production sound recording and multi camera production sound recording

Unit-V

- 5.1 Permissions required for holding an event
- 5.2 Administrative Permissions

5.3 Indian Performing Rights Society (IPRS) 208

5.4 Phonographic Performing License (PPL)

5.5 Entertainment Tax and other taxes associated an event

Practical/Projects/Assignments:

- Audio recording for different types of microphone use.
- Outdoor interview recording.
- Indoor interview recording
- Audio Advertisements
- Audio Jingles
- Audio PSA(Public Service Announcements)

Suggested Readings:

- Designing Sound; Andy Farnell; MIT Press, ISBN :20100262014416, 9780262014410
- Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema; by David Sonnenschein ; ISBN:0941188264 (ISBN13: 9780941188265) ; 2001 by Michael Wiese Productions
- **Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One, Simon Langford Oct 2013, CRC Press**

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Paper-III

Event Marketing and Advertising

Unit-I

- 1.1 Marketing Concept & Meaning
- 1.2 Marketing definition
- 1.3 Marketing environment
- 1.4 Nature of Marketing
- 1.5 Process of Marketing

Unit-II

- 2.1 Concept of Marketing Management
- 2.2 Analysis of Market opportunities
- 2.3 Determination of Target Market
- 2.4 Functions of Marketing Management
- 2.5 Elements of Marketing Management

Unit-III

- 3.1 Concept of Marketing Mix
- 3.2 4 P's of Marketing Mix
- 3.3 7 P's of Marketing Mix
- 3.4 Promotional Mix elements
- 3.5 Importance of Marketing Mix as strategy tool

Unit-IV

- 4.1 Advertising Meaning & Definition
- 4.2 Nature of Advertising
- 4.3 Functions of Advertising in Event
- 4.4 Channels of Advertising
- 4.5 Role of Advertising in Marketing Mix

Unit-V

- 5.1 Concept of Promotional Marketing
- 5.2 Types of Promotional Marketing
- 5.3 Promotional Marketing Strategies
- 5.4 Process of Promotional Marketing
- 5.5 Regulation of Advertising & Promotion

Suggested Readings:

- 1. Kotler Philip , Marketing Management –Pearson Education

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2. Murthy CSV, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House
3. Saxena Rajan, Marketing Management – Tata Mc Graw Hill
4. Rossetti/Percy Advertising Communication: Ideas and Promotion Management –Tata McGraw Hill
5. Hauled, Anand , Planning for Power Advertising, Sage Publication

PAPER-IV

Project & Viva-Voce: 100 Marks

1. Students have to go for hands on training in an event/marketing of an event for any company/organization and submit a detailed report.
2. Students have to prepare 3-4 presentations on different events and submit it to the department.

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