

SYLLABI
For
Value Added Course
Certificate Course on Event Marketing

Offered by
Department of Management Sciences
Masters of Business Administration
(Session: 2023-24)



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
MASTERS OF BUSINESS ADMINISTRATION (MBA)

Certificate Course in Event Marketing

Course Code : MS 605

L-2 T-0 P-0 Credits-2

Objectives: The course aims to provide comprehensive understanding of event management and the management industry.

Learning Outcomes:

- To understand the concepts and tools used to design and implement a successful event marketing strategy
- To understand the segmentation, targeting, positioning, and concepts of customer behavior in the context of event marketing.
- To develop a marketing strategy to design, communicate and deliver the event benefits to the target markets.
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Course Contents:

Unit I

(9 Hours)

Introduction to event marketing: concepts and tools used to design and implement a successful event marketing strategy, the segmentation, targeting, positioning, and concepts of customer behavior in the context of event marketing.

Unit II

(9 Hours)

Segmentation, Targeting, positioning, and customer behavior: the segmentation, targeting, positioning, and concepts of customer behavior in the context of event marketing.

Unit III

(6 Hours)

Event Design and value creation, Event Pricing, and Integrated Marketing Communication, Event Pricing, and Integrated Marketing Communication.

Unit IV

(6 Hours)

Marketing strategy to design, communicate and deliver the event benefits to the target markets.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Reic, I, (2017), Event Marketing Management: A Consumer Perspective, 1e, Routledge, London.
- Gaur, S. S., and Saggere, S, V. (2013), Event marketing and management, 1e, Vikas Publishing House, New Delhi, India

Evaluation Pattern: On the basis of practical exam followed by viva voce