



(2023-2024)

## Value Added Course

# Event Marketing

### About the course

Event marketing course focuses on applying contemporary principles of strategic marketing to the process of event management. These concepts apply to the broadest definition of the event management industry including festivals, sporting events, community celebrations, cultural events, and arts productions. This course reviews the concepts and tools used to design & implement a successful Event Marketing Strategy. The focus of the course is on applying contemporary principles

### Learning Outcome

After completion of the course, students will be able to:

- 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.
- To apply a systematic approach to the evaluation of an event marketing strategy.
- To evaluate the success of an event from an

Timing : **03:50 PM - 04:40 PM**

Duration : **30 hours**

Resource person:

**Dr. Monisha**

Registration Date :

**06.09.2023 to 11.09.2023**

### Note

- Interested students must fill the registration form by 11/9/2023, by 5:00 pm.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce.
- If students are less than 50%, the course will not be conducted.
- For any queries related to the course, kindly

### Module

- Introduction to event marketing (6 hours)
- Segmentation, Targeting, positioning, and customer behavior (6 hours)
- Event Design and value creation (6 hours)
- Event Pricing and Integrated Marketing Communication (6 hours)