



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



Department of Management Sciences
(Session: 2023-24)

Ref: TIAS/2023-24/MBA/ACAD/VAC/102

Dated: 20/12/2023 20/12/2023

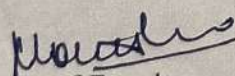
Kind Attn: TIAS Students
Subject: Certificate Course in Event Marketing

Status as on date: 20/12/2023

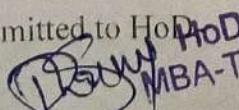
This is to certify that the course module for Certificate Course in Event Marketing scheduled from 14.9.23 to 20.12.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Monisha, Faculty in Department of Management Sciences with the module contents as under:-

S.No	Contents Deliverance	Learning Outcomes
1	Introduction to event marketing	To understand the concepts and tools used to design and implement a successful event marketing strategy
2	Segmentation, Targeting, positioning, and customer behavior	To understand the segmentation, targeting, positioning, and concepts of customer behavior in the context of event marketing.
3	Event Design and value creation	To develop a marketing strategy to design, communicate and deliver the event benefits to the target markets.
4	Event Pricing, and Integrated Marketing Communication	To apply a systematic approach to the evaluation of an event marketing strategy
5	Event Evaluation and Implications	To evaluate the success of an event from an economic and social perspective.

All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.


Signature of Faculty

Name of Faculty: Dr. Monisha
Dated: 20/12/23

Submitted to HoD

MBA-TIAS





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Student's Declaration

We would like to declare, that the course module for **Certificate Course on Event Marketing** scheduled from 14.9.23 to 20.12.23 comprising of 30 Hours deliverance has been completed by the resource person Dr. Monisha, Faculty in Department of Management Sciences to our satisfaction and is able to help in developing our domain knowledge and capacity building.

S.No	Enrollment No	Name	Signature
1.	00417003922	Vanshika	Vanshika
2.	00917003922	Yash	Yash
3.	01217003922	Deepak	Deepak
4.	01417003922	Nancy	Nancy
5.	35417003922	Adnan Ahmad	Adnan
6.	36117003922	Tanishka	Tanishka
7.	35621303922	Jayant Chohan	Jayant