



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
 GRADE "A" INSTITUTE  
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Department of Management Sciences

**Report  
 On  
 Certificate Course in Event Marketing**

**ACTIVITY: Value Added Course**

**TITLE :** Certificate Course in Event Marketing

**VALUES:** Introduction to event marketing, Segmentation, Targeting, positioning, and customer behavior, Event Design and value creation, Event Evaluation and Implications

**LEARNING OUTCOMES:** Understanding the concepts and tools used to design and implement a successful event marketing strategy, Develop a marketing strategy to design, communicate and deliver the event benefits to the target markets, Apply a systematic approach to the evaluation of an event marketing strategy, Evaluate the success of an event from an economic and social perspective.

**Organized by:** Department of Management Sciences

**Program Theme:** Value Added Course on Event Marketing

**Internal Experts:** Dr. Monisha

**Date:** 21<sup>st</sup> December, 2023

**Time:** 3:00pm onwards

**Venue:** Room no.- 1109

**Poster/Flyer/Notice\***

**Social media link** (promoting in any one Facebook/Instagram/Twitter is mandatory) N.A.

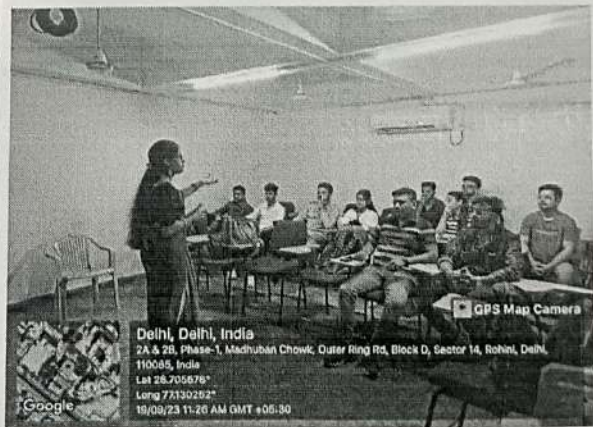
**No. of Students\*** (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) 36

**No. of Faculty\*** (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement) 1

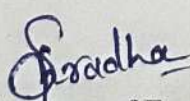

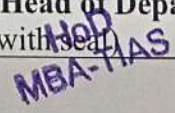
**No. of External Participants (students + faculty)** [write NA if not applicable] N.A.

**(Geotag) Photograph\***

Photograph of the Event with the Caption





<p><b>Report: Description in (min 250 to max 800 word)*</b></p>	<p>A Value Added Course on Event Marketing was organized by Department of Management Sciences, In Tecnia Institute of Advanced Studies in Offline Mode. The theme of this course was learning of Event Marketing. It was organized for MBA students of 3<sup>rd</sup> semester to provide them the understanding the concepts and tools used to design and implement a successful event marketing strategy. This course gives students the knowledge to develop a marketing strategy to design, communicate and deliver the event benefits to the target markets, apply a systematic approach to the evaluation of an event marketing strategy, evaluate the success of an event from an economic and social perspective. This course gives students the knowledge of Introduction to event marketing, Segmentation, Targeting, positioning, and customer behavior, Event Design and value creation, Event Evaluation and Implications.</p>
<p><b>Resource Person Profile</b></p>	<p>Dr. Monisha Head of department and professor in Department of Management Sciences, her expertise is in Marketing and Finance. She has a rich experience of 20 years in academics, administration and research.</p>
<p><b>Attendance Sheet*</b></p>	<p>Attached at the end of Report</p>
<p><b>Feedback</b></p>	<p>Sample feedback attached at the end of Report</p>
<p><b>Report Submitted by Convener (write faculty coordinator name)</b></p>	<p>Ms. Shradha Jain</p>
<p><b>For Office Use</b></p>	
<p> Signature of Event Coordinator</p>	<p> Signature of Head of Department (with seal) </p>