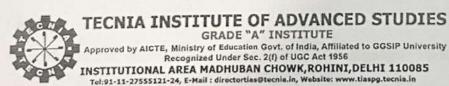
SYLLABI

For Value Added Course **Certificate Course in Event Marketing**

Offered by Department of Management Sciences

Masters of Business Administration (Session: 2023-24)







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:

(9 Hours) Unit I

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.

(9 Hours) Unit II

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

(6 Hours) Unit III

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

(6 Hours) Unit IV

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

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,

• 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