



MASTER OF EVENT MANAGEMENT & PUBLIC RELATIONS



DURATION : TWO YEAR FULL TIME (2 SEMESTERS)

ELIGIBILITY :

1. Graduate in any faculty
2. Students who have completed Post Graduate Diploma in Event Management & PR / Post Graduate Diploma in Aspects of Media, Marketing & Events or any other Post Graduate Diploma in Management subject of 1 year or more full time from any UGC approved university may be admitted to 3rd semester of Master's program.

ADMISSION PROCEDURE: WRITTEN TEST FOLLOWED BY INTERVIEWS

OBJECTIVE :

- To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical know how about event industry.
- To impart Understanding of the five stages of event management: research, design, planning, coordination, and evaluation
- To learn to how to manage time effectively, to manage human resources and volunteers
- To have insight into hiring vendors, caterers, sound and light technicians, entertainment, and other resources
- To be knowledgeable about risk-management procedures and tactics
- To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements
- To understand budgeting, pricing, and accounting as they relate to event design

JOB OPPORTUNITIES : It is in this light that event management has become one of the most strongly emerging careers in India today. Career opportunities are available in Live Entertainment Shows (domestic and international), corporate events (product launches, dealers meet), various exhibitions, seminars, conferences, and carnivals, regional and national festivals.



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Course Coordinator

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COURSE CONTENTS:

SEMESTER 1

- Principles of Management
- Human Resource Management
- Business Economics
- Introduction to Event Management & PR
- Event Management Planning
- Event Production Process
- Professional Industry Engagement (Practical Training)

SEMESTER 2

- Event Marketing & Sponsorship
- Information Communication Technology (ICT)
- Event Resource Management
- Event Team & Crew Management
- Event Cost Accounting & Finance Management
- Special Events–Wedding Planning & Live Events
- Professional Industry Engagement (Practical Training)

SEMESTER 3

- Media Management
- Public Relations
- Event Hospitality & Catering
- Legal Aspects of Event Management
- E-Commerce & Digital Marketing
- Special Events - Sports & Recreation Services
- Professional Industry Engagement (Practical Training)

SEMESTER 4

- Tourism Marketing
- Business Negotiation Skills
- Experiential Marketing & Technology
- Event Safety & Risk Management
- Entrepreneurship Management
- Special Events - MICE & Corporate Events
- Final Project Report

