

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch - 2011)

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|---|------------------------|
| Paper Code: UM08CBBH01 | Total Credit: 3 |
| Title Of Paper: Event Management | |

| Unit | Description in Detail | Weightage (%) |
|------|---|---------------|
| I | Introduction to Event Management & Concept & Design Size of Events Types of Events Developing the concept Analyzing the Concept Designing the Event | 25% |
| II | Feasibility & Event Marketing Keys to Success Nature of Event Marketing Process of Event Marketing The Marketing Mix Sponsorship | 25% |
| III | Promotion Image / Branding Advertising Publicity Public Relation | 25% |
| IV | Staging & Event Proposal Choosing the Event Site Developing the Theme Conducting Rehearsals Providing Services | 25% |

Text Book:

- Event Management : Lynn Van Der Wagen & Brenda R Carlos, Pearson Education

Basic Text & Reference Books:-

- Event Management and Event Tourism: Getz D., Cognizant Communication Corporation
- Best Practices in Modern Event Management, Goldblatt, John Wiley and Sons

