

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: VIII
Syllabus with effect from: December-2014
(Batch - 2011)

Paper Code: UM08CBBT01	Total Credit: 3
Title Of Paper: Event Management	

Unit	Description in Detail	Weightage (%)
I	Introduction to Event Management and Concept and Design Size of Events Types of Events Developing the concept Analyzing the Concept Designing the Event	25%
II	Feasibility and 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 and Event Proposal Choosing the Event Site Developing the Theme Conducting Rehearsals Providing Services	25%

Basic Text & Reference Books:-

- Event Management :Lynn Van Der Wagen and Brenda R Carlos,Pearson Education
- Event Management and Event Tourism: Getz D.,Cognizant Communication Corporation
- Best Practices in Modern Event Management,Goldblatt,John Wiley and Sons



