

# University of Mumbai

Website - mu.ac.in  
Email id - [dr.aams@fort.mu.ac.in](mailto:dr.aams@fort.mu.ac.in)  
[aams3@mu.ac.in](mailto:aams3@mu.ac.in)



Academic Authorities,  
Meetings & Services (AAMS)  
Room No. 128, M. G. Road, Fort,  
Mumbai – 400 032.  
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC  
Category- I University Status awarded by UGC

No. AAMS\_UGS/ICD/2024-25/ 457

Date : 24<sup>th</sup> March, 2025.

To,  
The Director,  
Garware Institute of Career Education  
and Development,  
Vidyanagari  
Santacruz (East)  
**Mumbai – 400 098.**

**Sub : Post Graduate Diploma in Aspects of Media Marketing &  
Events (PGDAME) (One year)(Sem – I & II).**

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4<sup>th</sup> September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9<sup>th</sup> August, 2023** vide Item No. 9.2 have been accepted by the **Academic Council** at its meeting held on **1<sup>st</sup> November, 2023** vide Item no. 9.3 (B) 1 (N) and subsequently approved by the **Management Council** at its meeting held on **14<sup>th</sup> August, 2024** vide Item No. 6 that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Post Graduate Diploma in Aspects of Media Marketing & Events (PGDAME) (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

| Sr. No | Name of the Programme                                       | Ordinance no. for Title | Ordinance no for Eligibility | Duration |
|--------|---|-------------------------|------------------------------|----------|
| A      | P.G Diploma in Aspects of Media Marketing & Events (PGDAME) | O.GPA – 31 A            | O.GPA – 32 A                 | One year |



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Date : 24<sup>th</sup> March, 2025.

: 2 :

| Regulation Nos        |               |
|-----------------------|---------------|
| Duration              | R. GPA - 71   |
| Intake Capacity       | R. GPA - 72   |
| Scheme of examination | R. GPA - 73   |
| Standard of Passing   | R. GPA - 74   |
| Credit Structure      | R. GPA - 75 A |
|                       | R. GPA - 75 B |

  
(Dr. Prasad Karande)  
REGISTRAR

A.C/9.3(B) 1 (N) /01/11/2023  
M.C/6/14/8/2024

\*\*\*\*\*

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

| <b>Copy forwarded for information and necessary action to :-</b> |  |
|--|--|
| 1  | The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM),<br><a href="mailto:dr@eligi.mu.ac.in">dr@eligi.mu.ac.in</a>  |
| 2  | The Deputy Registrar, Result unit, Vidyanagari<br><a href="mailto:drresults@exam.mu.ac.in">drresults@exam.mu.ac.in</a>   |
| 3  | The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari<br><a href="mailto:dr.verification@mu.ac.in">dr.verification@mu.ac.in</a>   |
| 4  | The Deputy Registrar, Appointment Unit, Vidyanagari<br><a href="mailto:dr.appointment@exam.mu.ac.in">dr.appointment@exam.mu.ac.in</a>  |
| 5  | The Deputy Registrar, CAP Unit, Vidyanagari<br><a href="mailto:cap.exam@mu.ac.in">cap.exam@mu.ac.in</a>  |
| 6  | The Deputy Registrar, College Affiliations & Development Department (CAD),<br><a href="mailto:deputyregistrar.uni@gmail.com">deputyregistrar.uni@gmail.com</a>   |
| 7  | The Deputy Registrar, PRO, Fort, (Publication Section),<br><a href="mailto:Pro@mu.ac.in">Pro@mu.ac.in</a>  |
| 8  | The Deputy Registrar, Executive Authorities Section (EA)<br><a href="mailto:eau120@fort.mu.ac.in">eau120@fort.mu.ac.in</a><br><br>He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular. |
| 9  | The Deputy Registrar, Research Administration & Promotion Cell (RAPC),<br><a href="mailto:rapc@mu.ac.in">rapc@mu.ac.in</a>   |
| 10   | The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)<br>dy.registrar.tau.fort.mu.ac.in<br><a href="mailto:ar.tau@fort.mu.ac.in">ar.tau@fort.mu.ac.in</a>   |
| 11   | The Deputy Registrar, College Teachers Approval Unit (CTA),<br><a href="mailto:concolsection@gmail.com">concolsection@gmail.com</a>  |
| 12   | The Deputy Registrars, Finance & Accounts Section, fort<br><a href="mailto:draccounts@fort.mu.ac.in">draccounts@fort.mu.ac.in</a>  |
| 13   | The Deputy Registrar, Election Section, Fort<br><a href="mailto:drelection@election.mu.ac.in">drelection@election.mu.ac.in</a>   |
| 14   | The Assistant Registrar, Administrative Sub-Campus Thane,<br><a href="mailto:thanesubcampus@mu.ac.in">thanesubcampus@mu.ac.in</a>  |
| 15   | The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,<br><a href="mailto:ar.seask@mu.ac.in">ar.seask@mu.ac.in</a>   |
| 16   | The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri,<br><a href="mailto:ratnagirisubcentar@gmail.com">ratnagirisubcentar@gmail.com</a>  |
| 17   | The Director, Centre for Distance and Online Education (CDOE),<br>Vidyanagari,<br><a href="mailto:director@idol.mu.ac.in">director@idol.mu.ac.in</a>   |
| 18   | Director, Innovation, Incubation and Linkages,<br>Dr. Sachin Laddha<br><a href="mailto:pinkumanno@gmail.com">pinkumanno@gmail.com</a>  |
| 19   | Director, Department of Lifelong Learning and Extension (DLLE),<br><a href="mailto:dlleuniversityofmumbai@gmail.com">dlleuniversityofmumbai@gmail.com</a>  |

| Copy for information :- |   |
|-------------------------|---|
| 1                       | P.A to Hon'ble Vice-Chancellor,<br><a href="mailto:vice-chancellor@mu.ac.in">vice-chancellor@mu.ac.in</a>           |
| 2                       | P.A to Pro-Vice-Chancellor<br><a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>                              |
| 3                       | P.A to Registrar,<br><a href="mailto:registrar@fort.mu.ac.in">registrar@fort.mu.ac.in</a>                           |
| 4                       | P.A to all Deans of all Faculties   |
| 5                       | P.A to Finance & Account Officers, (F & A.O),<br><a href="mailto:camu@accounts.mu.ac.in">camu@accounts.mu.ac.in</a> |

To,

|   |   |
|---|---|
| 1 | The Chairman, Board of Deans<br><a href="mailto:pvc@fort.mu.ac.in">pvc@fort.mu.ac.in</a>  |
| 2 | <p><b>Faculty of Humanities,</b></p> <p><b>Dean</b></p> <p>1. Prof.Anil Singh<br/><a href="mailto:Dranilsingh129@gmail.com">Dranilsingh129@gmail.com</a></p> <p><b>Associate Dean</b></p> <p>2. Dr.Suchitra Naik<br/><a href="mailto:Naiksuchitra27@gmail.com">Naiksuchitra27@gmail.com</a></p> <p>3.Prof.Manisha Karne<br/><a href="mailto:mkarne@economics.mu.ac.in">mkarne@economics.mu.ac.in</a></p> <p><b>Faculty of Commerce &amp; Management,</b></p> <p><b>Dean</b></p> <p>1. Dr.Kavita Laghate<br/><a href="mailto:kavitalaghate@jbims.mu.ac.in">kavitalaghate@jbims.mu.ac.in</a></p> <p><b>Associate Dean</b></p> <p>2. Dr.Ravikant Balkrishna Sangurde<br/><a href="mailto:Ravikant.s.@somaiya.edu">Ravikant.s.@somaiya.edu</a></p> <p>3. Prin.Kishori Bhagat<br/><a href="mailto:kishoribhagat@rediffmail.com">kishoribhagat@rediffmail.com</a></p> |

|   |   |
|---|---|
|   | <b>Faculty of Science &amp; Technology</b><br><b>Dean</b><br>1. Prof. Shivram Garje<br><a href="mailto:ssgarje@chem.mu.ac.in">ssgarje@chem.mu.ac.in</a><br><b>Associate Dean</b><br>2. Dr. Madhav R. Rajwade<br><a href="mailto:Madhavr64@gmail.com">Madhavr64@gmail.com</a><br>3. Prin. Deven Shah<br><a href="mailto:sir.deven@gmail.com">sir.deven@gmail.com</a> |
|   | <b>Faculty of Inter-Disciplinary Studies,</b><br><b>Dean</b><br>1. Dr. Anil K. Singh<br><a href="mailto:aksingh@trcl.org.in">aksingh@trcl.org.in</a><br><b>Associate Dean</b><br>2. Prin. Chadrashekhhar Ashok Chakradeo<br><a href="mailto:cachakradeo@gmail.com">cachakradeo@gmail.com</a>  |
| 3 | Chairman, Board of Studies,   |
| 4 | The Director, Board of Examinations and Evaluation,<br><a href="mailto:dboee@exam.mu.ac.in">dboee@exam.mu.ac.in</a>   |
| 5 | The Director, Board of Students Development,<br><a href="mailto:dsd@mu.ac.in">dsd@mu.ac.in</a> DSW <a href="mailto:directr@dsw.mu.ac.in">directr@dsw.mu.ac.in</a>   |
| 6 | The Director, Department of Information & Communication Technology,<br><a href="mailto:director.dict@mu.ac.in">director.dict@mu.ac.in</a>   |

As Per NEP 2020

# University of Mumbai



## Syllabus for Post Graduate Diploma in Aspects of Media Marketing & Events (PGDAME)

**(Garware Institute of Career Education and Development)  
Semester- Semester I and II**

**Ref: GR dated 16<sup>th</sup> May,2023 for Credit Structure of PG**

**(with effect from the academic year 2023-24)**



# University of Mumbai



**(As per NEP 2020)**

| Sr. No. | Heading  | Particulars   |
|---------|--|---|
| 1       | O: <u>GPA- 31A</u> Title of the Program                        | POST GRADUATE DIPLOMA IN ASPECTS OF MEDIA MARKETING & EVENTS (PGDAME)   |
| 2       | O: <u>GPA- 32A</u><br>Eligibility for Admission                | Candidates for being eligible for admission to the one-year course leading to the Post Graduate Diploma in Advance Aspects of Media, Marketing & Events, shall be required to have passed Graduation or an equivalent qualification in any stream from any recognized University.<br><br>OR<br><br>Passed Equivalent Academic Level 5.5 |
| 3       | Duration of Program<br>R: <u>GPA – 71</u>                      | 1 Year  |
| 4       | R: <u>GPA - 72</u> Intake Capacity                             | 180   |
| 5       | R: <u>GPA - 73</u> Scheme of Examination                       | 50 Continuous Internal Examination<br>50 Semester End Examination   |
| 6       | Standards of Passing<br>R: <u>GPA - 74</u>                     | 50% in each component   |
| 7       | Credit Structure<br>R: <u>GPA - 75A</u><br>R: <u>GPA - 75B</u> | Attached herewith   |
| 8       | No. of Years / Semesters                                       | 1 YEARS / Semester I & Semester II  |
| 9       | Program Level  | PG 6.0  |
| 10      | Pattern  | SEMESTER  |
| 11      | Status   | New   |
| 12      | To be implemented from Academic Year Progressively             | From academic year 2023-24  |

*Keyurkumar*

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED

Prof.(Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies

## **1. Preamble**

This Program is designed to equip students with the knowledge, skills, and practical experience needed to thrive in the dynamic and exciting field of event planning and management. This Program will provide students the solid groundwork to transform their passion for events into a successful career, be it organizing large-scale conferences, spectacular weddings, or high-profile corporate events.

Throughout this program, the students will delve into the intricacies of event planning, from conceptualization and design to execution and evaluation using a comprehensive curriculum that combines theoretical knowledge with hands-on experiences to ensure that the students develop a well-rounded skill set. The students will learn about event marketing strategies, effective communication techniques, budgeting and financial management, logistical planning, risk assessment, and the use of event technology.

One of the key strengths of the program is the emphasis on practical learning. Real-world experiences are invaluable in preparing for the challenges of the event industry. The students will have numerous opportunities to work on actual events, collaborate with industry professionals, and participate in internships with renowned event management companies. These experiences will not only enhance the students' understanding of event management principles but also help in building a professional network and gain practical skills that are highly sought after in the industry.

The faculty consists of experienced professionals who are passionate about sharing their knowledge and expertise with the students. Additionally, with the help of cultivated strong partnerships with event industry leaders, the student will participate in workshops with guest speakers and industry-specific projects to enrich their learning experience.

The institute is committed to fostering a collaborative and inclusive learning environment where creativity, innovation, and teamwork thrive.



## **2. Aims and Objectives**

- To equip students with the necessary skills and knowledge to plan, organize, and manage successful events.
- To imbibe knowledge on analysing, marketing, planning and strategies in business administration to its students.
- To foster creativity and innovation among students that involves encouraging students to think outside the box, come up with unique event concepts and designs, and explore innovative strategies for event planning and execution.
- To develop professionals who can communicate effectively with clients, vendors, team members.
- To adhere to ethical standards, maintain high levels of professionalism, and act with integrity and accountability in all aspects of event planning and management.
- To develop students' business acumen and entrepreneurial skills. This includes teaching them about financial management, marketing strategies, contract negotiation, and other business aspects relevant to the event industry.

## **3. Learning Outcomes**

After the successful completion of Program, the students will be able to:

- PO1: Demonstrate the ability to get an understanding of the principles, concepts, and best practices of event management.
- PO2: Identify the ability to handle key aspects such as venue selection, event design, coordination with vendors, managing event logistics, and ensuring a seamless event experience for attendees.
- PO3: Develop strong communication and interpersonal skills, enabling them to effectively interact with clients, vendors, team members, and event attendees.
- PO4: Identify potential risks and develop strategies for problem-solving and decision-making in varied situations.
- PO5: Explain foundational and practical knowledge to incorporate ethical, legal, and professional behaviours for audience engagement, and generating interest in events.
- PO6: Perceive the importance of social, environmental, human rights, ethics and other critical issues faced by humanity at the local, national, and international level.
- PO7: Acquire job-oriented skills and entrepreneurial skills through a steady progression of internships and industry engagements.

## Syllabus Details – Post Graduate Diploma in Aspects of Media, Marketing & Events

| Subject Code         | Core Subject  |                    | Assessment Pattern |                      |                         | Teaching Hours |                 |             |               |
|----------------------|---|--------------------|--------------------|----------------------|-------------------------|----------------|-----------------|-------------|---------------|
| Semester - I         | Topics  | Cours<br>e<br>Type | Internal Marks     | External Marks<br>50 | Total Marks (CA)<br>100 | Theory Hours   | Practical Hours | Total Hours | Total Credits |
|                      |   |                    | 50                 |                      |                         |                |                 |             |               |
| PGDA<br>MES1<br>MJP1 | Introduction to Event Management & PR                                   | Maj<br>or          | 25                 | 25                   | 50                      | 30             | -               | 30          | 2             |
| PGDA<br>MES1<br>MJP2 | Event Management Planning   | Maj<br>or          | 50                 | 50                   | 100                     | 60             | -               | 60          | 4             |
| PGDA<br>MES1<br>MJP3 | Event Production Process  | Maj<br>or          | 50                 | 50                   | 100                     | 60             | -               | 60          | 4             |
| PGDA<br>MES1<br>MJP4 | Legal Aspects of Event Management                                       | Maj<br>or          | 50                 | 50                   | 100                     | 60             | -               | 60          | 4             |
| PGDA<br>MES1<br>P5   | Event Hospitality & Catering Or Communication, PR & Presentation Skills | Elec<br>tive       | 50                 | 50                   | 100                     | 60             |                 | 60          | 4             |
| PGDA<br>MES1<br>P6   | Research Methodology  | RM                 | 50                 | 50                   | 100                     | 60             |                 | 60          | 4             |
|                      | <b>Total</b>  |                    | <b>275</b>         | <b>275</b>           | <b>550</b>              | <b>330</b>     | <b>0</b>        | <b>330</b>  | <b>22</b>     |

| Subject Code         | Core Subject                  |                    | Assessment Pattern |                |                         | Teaching Hours |             |                |                      |
|----------------------|-------------------------------|--------------------|--------------------|----------------|-------------------------|----------------|-------------|----------------|----------------------|
| Semester- II         | Topics                        | Cours<br>e<br>Type | Internal Marks     | External Marks | Total Marks (CA)<br>100 | Topics         | Course Type | Internal Marks | External Marks<br>50 |
|                      |                               |                    | 50                 | 50             |                         |                |             |                |                      |
| PGDA<br>MES1<br>MJP7 | Advertising & Sales Promotion | Maj<br>or          | 50                 | 50             | 100                     | 60             | -           | 60             | 4                    |

|                       |  |              |            |            |                 |            |            |            |           |
|-----------------------|--|--------------|------------|------------|-----------------|------------|------------|------------|-----------|
| PGDA<br>MES1<br>MJP8  | Event Marketing<br>&<br>Sponsorship  | Maj<br>or    | 50         | 50         | 10<br>0         | 60         | -          | 60         | 4         |
| PGDA<br>MES1<br>MJP9  | Media<br>Management  | Maj<br>or    | 50         | 50         | 10<br>0         | 60         | -          | 60         | 4         |
| PGDA<br>MES1<br>MJP10 | Special Events<br>– Wedding<br>Planning &<br>LIVE Events                                     | Maj<br>or    | 25         | 25         | 50              | 30         | -          | 30         | 2         |
| PGDA<br>MES1<br>P11   | Event Team &<br>Crew<br>Management Or<br>Event Cost<br>Accounting &<br>Finance<br>Management | Elec<br>tive | 50         | 50         | 10<br>0         | 60         | -          | 60         | 4         |
| PGDA<br>MESP<br>12    | Internship/<br>Industrial<br>Training – I  | OJT          | 100        |            | 10<br>0         | -          | 120        | 120        | 4         |
|                       | <b>Total</b>   |              | <b>325</b> | <b>225</b> | <b>55<br/>0</b> | <b>270</b> | <b>120</b> | <b>390</b> | <b>22</b> |

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**Post Graduate Diploma in Aspects of Media, Marketing  
and Events**

| Year            | Sem.    | Major  |   | RM                                      | OJT, FP, CEP, CC, RP  | RP    | Cum. Cr. |
|-----------------|---------|--|---|---|---|-------|----------|
|                 |         | Mandatory  | Electives   |   |   |       |          |
| I               | Sem I   | Introduction to Event Management and PR (T)<br>(2 Credits)           | Event Hospitality and Catering (T)<br>(4 Credits)               | Research Methodology (T)<br>(4 Credits) | _____   | _____ |          |
|                 |         | Event Management Planning (T)<br>(4 Credits)                         | OR  |   |   |       |          |
|                 |         | Event Production Process (T)<br>(4 Credits)                          | Communication, PR and Presentation Skills (T)<br>(4 Credits)    |   |   |       |          |
|                 |         | Legal Aspects of Event Management (T)<br>(4 Credits)                 |   |   |   |       |          |
|                 | Credits | 14   | 4   | 4                                       | 0   | 0     | 22       |
|                 | Sem II  | Advertising and Sales Promotion (T)<br>(4 Credits)                   | Event Team and Crew Management (T)<br>(4 Credits)               | _____                                   | OJT:<br>Internship/Industrial Training - I (P)<br>(4 Credits) | _____ |          |
|                 |         | Event Marketing and Sponsorship (T)<br>(4 Credits)                   | OR  |   |   |       |          |
|                 |         | Media Management (T)<br>(4 Credits)                                  | Event Cost Accounting and Finance Management (T)<br>(4 Credits) |   |   |       |          |
|                 |         | Special Events - Wedding Planning and LIVE Events (T)<br>(2 Credits) |   |   |   |       |          |
|                 | Credits | 14   | 4   | 0                                       | 4   | 0     | 22       |
| Cum. Cr. For PG |         | 28   | 8   | 4                                       | 4   | 0     | 44       |

*Km Nayak*

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof.(Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies



**Sem.- I**

**Detailed Syllabus**  
**PG Diploma in Aspects of Media, Marketing & Events**  
**Semester I**  
**PGDAMES1MJP1. Introduction to Event Management and PR**

**Course Objectives**

1. To study the concept & significance of events and event management
2. To understand the various dimensions of events & their impact
3. To identify requirements and select the right tools, people, and resources to meet demands.

**Course Outcome**

After successful completion of the course the learner will be able to:

| <b>Learning Outcomes</b>  | <b>Blooms Taxonomy Level</b> |
|---|------------------------------|
| Identify the social, economic, political, and developmental implications of running events. | Remember                     |
| Explain the importance of event management.   | Understand                   |
| Examine the size and scope of the event market.   | Understand                   |
| Point out the Strategy & Planning required for event management                             | Understand                   |

## Detailed Syllabus

| Module | Topics   | No. of Lectures |
|--------|--|-----------------|
| 1      | <b>Introduction</b>  | 8               |
|        | <ul style="list-style-type: none"> <li>● Defining &amp; Understanding the Events,</li> <li>● Need &amp; Framework of Events,</li> <li>● Typology of Events,</li> <li>● Historical Contexts and Precedents,</li> <li>● Special Characteristics of Events,</li> <li>● Code of Ethics,</li> <li>● Size &amp; Scope of Events Market,</li> <li>● Determinants &amp; Motivations,</li> <li>● Requirement of Event Manager</li> </ul>  |                 |
| 2      | <b>Objective</b>   | 8               |
|        | <ul style="list-style-type: none"> <li>● Event Objective,</li> <li>● Structure of Demand for Events,</li> <li>● Fragmentary Nature of Event Business,</li> <li>● Various Service Providers / Organizations / Stakeholders, social, economic, political, and developmental implications of running events,</li> </ul>   |                 |
| 3      | <b>Procedure &amp; Requirement</b>   | 8               |
|        | <ul style="list-style-type: none"> <li>● Initial Planning,</li> <li>● Visualisation,</li> <li>● Monitoring the Budget,</li> <li>● Critical Path,</li> <li>● Function sheets,</li> <li>● Timings,</li> <li>● Checklist,</li> <li>● Getting everyone on board, assigning tasks, deadlines,</li> <li>● Site Selection, Location Requirements,</li> <li>● Contracts, Transportation,</li> <li>● Guest Arrival, Registrations,</li> <li>● Arrival checklist</li> <li>● Room Requirements,</li> <li>● Staging,</li> <li>● Audiovisual,</li> <li>● Lighting,</li> <li>● Venue and Event Suppliers Checklist,</li> <li>● Guest Demographics,</li> <li>● The Guest List,</li> <li>● Invitations,</li> <li>● Food &amp; Beverages Considerations,</li> <li>● Entertainment,</li> <li>● Photographers,</li> <li>● Videographers,</li> <li>● Staff,</li> <li>● Work permits,</li> <li>● Event Risk Assessment</li> </ul> |                 |

|          |   |          |
|----------|---|----------|
| <b>4</b> | <b>Public Relations</b>   | <b>6</b> |
|          | <ul style="list-style-type: none"> <li>● Overview,</li> <li>● Strategy &amp; Planning,</li> <li>● Techniques,</li> <li>● Journalism,</li> <li>● Blogs,</li> <li>● Employee communications,</li> <li>● Lobbying,</li> <li>● Community Relations,</li> <li>● Crisis Communications,</li> <li>● Five Step Writing Formula</li> </ul> |          |

**Reference books:**

1. Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
4. Event Planning - The ultimate guide by Judy Allen



## **PGDAMES1MJP2. Event Management Planning**

### **Course Objectives**

1. To Identify the various roles and responsibilities of players in event management
2. To understand the concept of Corporate Social Responsibility.

### **Course Outcome**

After successful completion of the course the learner will be able to:

| <b>Learning Outcomes</b>  | <b>Bloom's Taxonomy Level</b> |
|---|-------------------------------|
| Define the job of an Event Planner  | Remember                      |
| Describe the planning requirements of an event.   | Understand                    |
| Illustrate the detailed list of the requirements of the Potential Site, Site Inspection, Outdoor Site, etc. | Understand                    |
| Explain the On-Site Management, Contingency Plans, and Wrap-Up Planning related to event arrangements       | Understand                    |

## Detailed Syllabus

| Module | Topics  | No. of Lectures |
|--------|---|-----------------|
| 1      | <b>Event planning -Introduction</b>   | 10              |
|        | <ul style="list-style-type: none"> <li>• Common Planning for most of the Events, Job of an Event Planner, Defining Goals &amp; Objectives,</li> <li>• Financial Goals - ROI, Planning Session - High level Goal Questions, Scheduling, Assigning Roles, Creating Checklists, Outsourcing, making a Budget, Streamlining Income and Expenses, Sponsorship</li> </ul>   |                 |
| 2      | <b>Planning of Event Expenses</b>   | 15              |
|        | <ul style="list-style-type: none"> <li>• Fixed Cost, Variable Cost, Additional Expenses, Indirect Costs, Break Even Points, Accounting Styles</li> <li>• Great Event Planning,</li> <li>• Corporate Social Responsibility</li> <li>• Beyond Recycling,</li> <li>• Green Venues &amp; Locations,</li> <li>• Participants as Green Travelers,</li> <li>• Planning for a Cause,</li> <li>• Creating Partnership</li> </ul> |                 |
| 3      | <b>Planning components required to execute an Event</b>   | 15              |
|        | Planning Logistics, Selecting Dates & Times, Selecting Destination, Choosing Site, Detailed list of the Requirements of Potential Site, Site Inspection, Outdoor Site, Choosing Talent - Speaker, Lecturer, Instructor, Entertainer, Signing a Contract, Room Design, Registration & Ticket Sales area, Internet access & Wi-Fi, Technical Support  |                 |
| 4      | <b>Managing Audience &amp; Guests</b>   | 10              |
|        | Gifts Planning, know your audience, Planning Food and Beverages, dealing with the Caterer, Alcohol Liability, Marketing & Promotion Planning, Invitations, Website designing, Online Registrations, Role of social media, Contracts, Covering your Assets, High Profile Guest Security, Crowd Control, Data Security, Network Protection  |                 |
| 5      | <b>Finalising Event Arrangements</b>  | 10              |
|        | Finalizing: Registration Confirmations, Speakers & Entertainers Confirmations, Pre-Event Meetings, Transportation Needs, Contact Vendors & Suppliers, Schedule Volunteers, Making Badges; On the Day: Arrival, Rehearsal, Check-In Areas, On-Site Management, Contingency Plans, Wrap-Up Planning   |                 |

### Reference books:

1. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
2. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011,
3. The Complete Guide to Successful Event Planning by Shennon Kilkenny

## PGDAMES1MJP3. EVENT PRODUCTION PROCESS

### Course Objectives

1. To identify key elements, features and programs that are necessary to achieve event objectives.
2. To create complete planning documents to support the execution of event production.
3. To devise an overview of the event to engage the appropriate supplier and vendors to support event goals.

### Course Outcome

After successful completion of the course the learner will be able to:

| Learning Outcomes  | Blooms Taxonomy Level |
|--|-----------------------|
| Demonstrate a comprehensive understanding of the stages involved in event production, from conceptualization to post-event evaluation.         | Remember              |
| Apply industry best practices and standardized event production processes to plan and execute successful events.                               | Understand            |
| List down the event resources, including personnel, equipment, finances, and materials, to ensure optimal utilization and cost- effectiveness. | Understand            |
| Develop and implement comprehensive event production schedules, considering transportation, accommodation, setup, and teardown.                | Apply                 |

## Detailed Syllabus

| Module   | Topics  | No. of Lectures |
|----------|---|-----------------|
| <b>1</b> | <b>Creativity</b>   | <b>12</b>       |
|          | Process phases, Characteristics of a Creative person, External Environment, Creative Techniques & Methods, drafting a Production Budget – Expense Spreadsheets, Expense Heads, Actual Expenses, Expense Audit, managing unplanned expense, Cash Flow management, Ways to Earn Profits, Budget Layouts, Other considerations |                 |
| <b>2</b> | <b>How to Act Professionally</b>  | <b>12</b>       |
|          | Writing a winning Proposal - Content, Packaging, Technology, Delivery, Business Ethics, Importance of a Team, Organizing Production Team, working in a Team, Resolving Conflicts, Understanding Contracts, Resolving Disputes   |                 |
| <b>3</b> | <b>Event Risk Management</b>  | <b>12</b>       |
|          | Compliances, Insurances, Site layout, Venue Management, Capacity & Standard Set ups, Logistical Issues, Production Schedules, Supervising Event Execution, Staff Coordination, Communication equipment, Pre-Show, The Show and Post- Show , Follow up – Team & Clients  |                 |
| <b>4</b> | <b>Types of Entertainment</b>   | <b>12</b>       |
|          | Purpose for Entertainment, Content in Entertainment, Analysing Performance – Music, Dance, Theatre and other athletic performances, Working with the performers – Mindset, Amenities, Communications  |                 |
| <b>5</b> | <b>Setup Considerations for Décor</b>   | <b>12</b>       |
|          | Prior to the Event and At the Event, Staging & Seating needs, Knowing Rigging, Objectives of Event Lighting, Video & Projection, Introduction to Audio, Types of Special Effects - Streamers, Confetti, Fog, Smoke, Lasers, etc., Technological Terms - Audio Visual Services & Equipment Risk and Safety                   |                 |

### Reference books:

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. The Complete Guide to Successful Event Planning - Shannon Kilkenn



## PGDAMES1MJP4 . LEGAL ASPECTS OF EVENT MANAGEMENT

### Course Objectives

1. To gain a comprehensive understanding of the legal principles, regulations, and requirements specific to the event management industry.
2. To recognize the legal obligations and liabilities that event organizers and managers have towards participants, attendees, vendors, and other stakeholders.
3. To learn how to draft, review, and negotiate contracts and agreements with event vendors, sponsors, and service providers.

### Course Outcome

After successful completion of the course the learner will be able to:

| Learning Outcomes  | Blooms Taxonomy Level |
|--|-----------------------|
| Familiarize yourself with relevant local, national, and international laws that govern event planning and execution                                      | Remember              |
| Recognize the legal obligations and liabilities that event organizers and managers have towards participants, attendees, vendors, and other stakeholders | Understand            |
| Learn how to draft, review, and negotiate contracts and agreements with event vendors, sponsors, and service providers.                                  | Understand            |
| Develop protocols and risk management strategies to ensure compliance with health and safety standards and mitigate potential liabilities                | Create                |

## Detailed Syllabus

| Module   | Topics   | No. of Lectures |
|----------|--|-----------------|
| <b>1</b> | <b>Introduction To Law &amp; Contract Act</b>  | <b>15</b>       |
|          | The Indian Contract Act, Acceptance, Consideration, Essentials of a Valid contract, Free Consent, Coercion, Undue Influence, Fraud, Misrepresentation, Mistake. Tax Tips in Events - Important terms, assessment year, previous year, assessee, residence in India, important point with reference to income from business, salaries, income tax slabs   |                 |
| <b>2</b> | <b>Shops And Establishment Act</b>   | <b>15</b>       |
|          | Important terms, apprentice, child, commercial establishment, Establishment, registration of establishments. Service Tax for Event Management Services and Related Services - Basic concepts, Meaning of Client, Advertising, Valuation of Taxable Services, Scope of Taxable Service  |                 |
| <b>3</b> | <b>Permissions</b>   | <b>15</b>       |
|          | Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show, some events attract entertainment tax, some don't, general, the be Acts of all these laws can be obtained from, Permissions/Law for using animals, Approvals for Fire Usage, Insurance |                 |
| <b>4</b> | <b>Forming Your Own Event Company</b>  | <b>15</b>       |
|          | Forming Your Own Event Company - Self Marketing your own event company, Event Company set – up   |                 |

### Reference books:

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition by Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management by Michael Johnson.
3. Hospitality Management: An Introduction 2nd Edition Tim Knowles
4. Professional Catering by Stephen B. Shiring
5. Services Marketing- S.M. Jha – Himalaya Publishing House.
6. Services Marketing – Ravishankar – Excel Books.
7. Indian Contract Act
8. Shop & Establishment Act

## **PGDAMES1P5 A. Event Hospitality & Catering**

### **Course Objectives**

1. To learn about logistical considerations and logistics laws for effective catered events.
2. To learn about the world of hospitality and its evolution in various regions of the world
3. To understand various logistics laws, service styles which can aid the students to receive an in-depth view on the hospitality industry.

### **Course Outcome**

After successful completion of the course the learner will be able to:

| <b>Learning Outcomes</b>  | <b>Bloom's Taxonomy Level</b> |
|---|-------------------------------|
| Describe catering as an event management tool   | Remember                      |
| Recognise the questions that the caterers need to ask the clients for the best service delivery             | Understand                    |
| Illustrate the detailed list of the requirements of the Potential Site, Site Inspection, Outdoor Site, etc. | Understand                    |
| Describe the workings of hotel operations and food and beverage sector                                      | Understand                    |

### Detailed Syllabus

| Module   | Topics   | No. of Lectures |
|----------|--|-----------------|
| <b>1</b> | <b>Hospitality Industry</b>  | <b>15</b>       |
|          | <ul style="list-style-type: none"> <li>The World of Hospitality -The Travel and Tourism Industry in Perspective,</li> <li>Catering As an Event Management Tool, Location, Equipment, Utilities, Time Constraints, Service Styles, and Event Service Styles &amp; When to Use Them, Logistical Considerations, Logistics laws for Effective Catered Events</li> </ul> |                 |
| <b>2</b> | <b>Catering Services</b>   | <b>15</b>       |
|          | <ul style="list-style-type: none"> <li>Catering Industry, Catering Segments, Questions Caterers need to ask, Types of Catering, Creativity and the Caterer,</li> <li>The Seven Functions of Catering - Planning, Execution of Tasks, Organising the Event, Equipment, Implementation, Controlling &amp; Risk Management, Beverage Management</li> </ul>              |                 |
| <b>3</b> | <b>Operations</b>  | <b>15</b>       |
|          | <ul style="list-style-type: none"> <li>Hospitality and Service</li> <li>Spirit of Service</li> <li>Lodging Sector</li> <li>Hotel Operations and Careers</li> <li>Food and Beverage Sector</li> <li>Restaurant Operations and Careers</li> </ul>  |                 |
| <b>4</b> | <b>Travel Hospitality &amp; Entertainment</b>  | <b>15</b>       |
|          | <ul style="list-style-type: none"> <li>The Cruise Sector, Cruise Operations</li> <li>The Entertainment &amp; Gaming Sector</li> <li>Conventions and Event Planning</li> <li>The Peaceful Traveller</li> </ul>  |                 |

#### Reference books: ■

1. Event Studies - Theory, Research and Policy for Planned Events, 2nd Edition by Donald Getz.
2. Event Correlation: What You Need to Know for It Operations Management by Michael Johnson.
3. Hospitality Management: An Introduction 2nd Edition Tim Knowles
4. Professional Catering by Stephen B. Shiring
5. Services Marketing – S.M. Jha – Himalaya Publishing House.
6. Services Marketing – Ravishankar – Excel Books.

## **PGDAMES1P5 B. Communication, Pr & Presentation Skills For Events**

### **Course Objectives**

1. To study the concept & significance of events and event management
2. To understand the various dimensions of events & their impact
3. To identify requirements and select the right tools, people, and resources to meet demands.

### **Course Outcome**

After successful completion of the course the learner will be able to:

| <b>Learning Outcomes</b>   | <b>Blooms Taxonomy Level</b> |
|--|------------------------------|
| Enhance verbal and written communication skills necessary for effective event communication  | Remember                     |
| Apply active listening techniques to understand client needs, event requirements, and stakeholder expectations.                            | Understand                   |
| Learn how to develop and implement PR strategies to create positive event publicity and enhance brand image                                | Understand                   |
| Understand the importance of building and maintaining relationships with event stakeholders such as clients, sponsors, vendors, and media. | Understand                   |

## Detailed Syllabus

| Module   | Topics   | No. of Lectures |
|----------|--|-----------------|
| <b>1</b> | <b>Introduction To Communication</b>   | <b>15</b>       |
|          | Meaning, Importance & Objectives, Principles of Communication, Forms of Communication, Communication Process, Barriers of Effective Communication, Techniques of Effective Communication. Nonverbal Communication - Body Language, Gestures, Postures, Facial Expressions, Dress Codes. The Cross-Cultural Dimensions of Business Communication. Listening & Speaking, Techniques of Eliciting Response, Probing Questions, Observation. Business And Social Etiquettes.   |                 |
| <b>2</b> | <b>Importance of Group Communication</b>   | <b>15</b>       |
|          | Group Communication - Importance, Meetings - Group Discussions. Video Conferencing. Reports - Types of Business Reports - Format, Choice of Vocabulary, Coherence, And Cohesion, Paragraph Writing, Organization Reports by Individual, Report by Committee. The Communication Process - The Communication Process, Communication Fundamentals.  |                 |
| <b>3</b> | <b>Presentation, press release &amp; reports</b>   | <b>15</b>       |
|          | Know your subject matter, know your audience, develop a theme, Prepare your script: The opening, The Body, The summary, The closing,<br>Select the proper visual aids, prepare a story board,<br>Produce the visuals, Rehearsing, Answering Questions<br>Writing press releases and reports - the approach, sample letter for contacting local organizations, invitations and programs, designing elements, addressing invitations, media relations - in dealing with the print or broadcast media person, new press advisory, follow up, skeleton of a press releases, sample skeleton of press release, headline for the press release |                 |
| <b>4</b> | <b>Use Of Celebrities &amp; Use of Media in Communication</b>  | <b>15</b>       |
|          | The use of celebrities, Endorsements, Testimonials, Placements, Dramatizations, Representatives, Identification, Various media in communication Television, Radio, Radio and TV Similarities, Radio Differs from TV, Classifications of Magazines, Newspaper classifications, Newspaper characteristics, Unique Newspaper Features, Internet communications objectives.  |                 |

### Reference books

1. Event Management & Public Relations by Savita Mohan - Enkay Publishing House

## **PGDAMES1P6. Research Methodology**

### **Course Objectives**

1. To understand concepts and applications of research methods.

### **Course Outcome**

After successful completion of the course, the learner will be able to:

| <b>Learning Outcomes</b>  | <b>Blooms Taxonomy Level</b> |
|---|------------------------------|
| Memorize the definition of research problems and identify the process for research management problem | Remember                     |
| Identify the purpose, usage, description of basic and applied research                                | Understand                   |
| Relate the methods and tools used for quantitative and qualitative kind of research.                  | Apply                        |



### Detailed Syllabus

| <b>Module</b> | <b>Topics</b>  | <b>No. of Lectures</b> |
|---------------|--|------------------------|
| <b>1</b>      | <b>Introduction</b>  | <b>15</b>              |
|               | Meaning and Objectives of Research<br>2 Types of Research – (a) Pure, Basic and Fundamental (b) Applied (c) Empirical (d) Scientific & Social (e) Historical (f) Exploratory (g) Descriptive (h) Causal<br>3. Concepts in Research: Variables, Qualitative and Quantitative Research<br>4. Stages in Research Process<br>5. Characteristics of Good Research<br>6. Hypothesis - Meaning, Nature, Significance, Types of Hypothesis, Sources<br>7. Research Design – Meaning, Definition, Need and Importance, Steps in Research Design, Essentials of a Good Research Design, Areas/Scope of Research Design and Types - Descriptive, Exploratory and Causal<br>8. Sampling – (a) Meaning of Sample and Sampling, (b) Methods of Sampling - (i) Non Probability Sampling – Convenient, Judgement, Quota, Snow ball (ii) Probability – Simple Random, Stratified, Cluster, Multi Stage. |                        |
| <b>2</b>      | <b>Data Collection &amp; Processing</b>  | <b>15</b>              |
|               | 1. Types of Data and Sources - Primary and Secondary Data Sources<br>2. Methods of collection of primary data<br>(a) Observation - (i) structured and unstructured, (ii) disguised and undisguised, (iii) mechanical observations (use of gadgets)<br>(b) Experimental - (i) Field, (ii) Laboratory<br>(c) Interview – (i) Personal Interview, (ii) focused group, (iii) in depth interviews - Method<br>(d) Survey – Telephonic survey, Mail, E-mail, Internet survey, Social Media, and Media Listening<br>(e) Survey Instrument – (i) Questionnaire designing, (ii) Types of questions – (a) structured/ close ended and (b) unstructured/ open ended, (c) Dicotomous, (d) Multiple Choice Questions<br>(f) Scaling techniques - (i) Likert scale, (ii) Semantic Differential scale   |                        |
| <b>3</b>      | <b>Data Analysis and Interpretation</b>  | <b>15</b>              |
|               | (a) Processing of data – i) Editing - field and office editing, ii) coding – meaning and essentials, iii) tabulation – note<br>(b) Analysis of data- Meaning, Purpose, types.<br>(c) Interpretation of data- Essentials, importance and Significance of processing data  |                        |

|          |   |           |
|----------|---|-----------|
|          | (d) Multivariate analysis – concept only<br>(e) Testing of hypothesis – concept and problems – (i) chi square test, (ii) Z and t-test (for large and small sample)  |           |
| <b>4</b> | <b>Techniques in Report Writing</b>   | <b>15</b> |
|          | Report Writing – (i) Meaning, Importance, Functions of Reports,<br>Essential of a Good Report, Content of Report, Steps in writing<br>a Report, Types of Reports, Footnotes and Bibliography<br>Ethics and Research<br>Objectivity, Confidentiality and Anonymity in Research<br>Plagiarism |           |

### Reference Books:

1. C R Kothari, Vishwa Prakashan , Research methodology,2002
2. Donald R. Cooper & Pamela s Schindler Business research methods., TMH/9e/2007
3. Naresh K Malhotra, Marketing research, Pearson Education /PHI/5e/2007
4. SL Gupta and Hetesh Guptha, Business research methods, McGraw hill – 2012

**Sem.- II**

**Detailed Syllabus**  
**PG Diploma in Aspects of Media, Marketing & Events**  
**Semester II**

**PGDAMES1MJP7. ADVERTISING AND SALES PROMOTION**

**Course Objectives**

1. To understand the purpose of the team
2. To analyse consumer & market trends
3. To develop advertising strategies

**Course Outcome**

After successful completion of the course the learner will be able to:

| <b>Learning Outcomes</b>   | <b>Blooms Taxonomy Level</b> |
|--|------------------------------|
| Gain a comprehensive understanding of the concepts and theories related to advertising and sales promotion.                                    | Remember                     |
| Understand consumer behaviour and how it influences advertising and sales promotion strategies   | Understand                   |
| Learn how to develop comprehensive advertising strategies based on target audience analysis, market segmentation, and competitive positioning. | Remember                     |
| Explore different sales promotion techniques, including discounts, coupons, contests, and loyalty programs.                                    | Understand                   |

### Detailed Syllabus

| <b>Module</b> | <b>Topic<br/>s</b>  | <b>No. of Lectures</b> |
|---------------|---|------------------------|
| <b>1</b>      | <b>History &amp; Influences of Advertising</b>  | <b>12</b>              |
|               | History of Advertising, Influences on Advertising, The Advertising Industry & Careers, Consumer Behaviour Study and Influences, Purchase Classifications, Basic Marketing Concepts, Target Market, Target Audience, Market Segmentation                     |                        |
| <b>2</b>      | <b>Traditional Advertising</b>  | <b>12</b>              |
|               | Traditional Advertising Media, The Internet & Advertising, Alternative Forms of Advertising, Product Development, Product Life Cycle, Pricing Policy, Distribution Planning, Channels of Distribution, Supply Chain Management, Distribution Logistics,     |                        |
| <b>3</b>      | <b>Sales Promotion Planning</b>   | <b>12</b>              |
|               | Sales Promotion Planning, Advertising & Public Relations, Personal Selling & Sales Promotion, Other Types of Promotion, Developing an Effective Advertising Campaign, Developing an Effective Sales Promotion Strategy                                      |                        |
| <b>4</b>      | <b>Role of Communication</b>  | <b>12</b>              |
|               | Role of Communication, Types of Communication, Effective Advertising & Promotional Messages, The Advertisement Plan, Creation of the Advertisement, Analyses and Evolution of Advertising Messages, Consumer-Oriented Advertising, Consumer Oriented Sales, |                        |
| <b>5</b>      | <b>Branding &amp; Positioning</b>   | <b>12</b>              |
|               | Branding & Positioning, Advertising and the Economy, Financial Planning for Advertising, Factors Effecting Advertising Budget, Government Regulations, Self-Regulations, Ethics in Advertising, Cross-Cultural Communication                                |                        |

#### Reference books:

1. “Advertising and Promotion” – Geroge E- Belch & Michael. A. Belch- Tate McGraw- Hill – Sixth Edition.
2. “Promotion Management” –John –J. Bunnelt- West Publishing Company.
3. Advertising & Sales Promotion by Ken Kaser, Jan 2012

## PGDAMES1MJP8. EVENT MARKETING & SPONSORSHIP

### Course Objectives

1. To understand event marketing in context to its evolution and other important aspects of event marketing
2. To learn about event sponsorship practicalities
3. To gain an understanding on various aspects of Festival & Entertainment Events Marketing

### Course Outcome

After successful completion of the course the learner will be able to:

| Learning Outcomes   | Blooms Taxonomy Level |
|---|-----------------------|
| Define marketing terminology and apply marketing fundamentals to a festival or special event. | Remember              |
| Demonstrate how marketing a service such as an event differs from marketing a product.        | Understand            |
| Apply a systematic approach to the evaluation of an event marketing strategy.                 | Understand            |

## Detailed Syllabus

| <b>Module</b> | <b>Topic<br/>s</b>  | <b>No. of Lectures</b> |
|---------------|---|------------------------|
| <b>1</b>      | <b>Introduction to Event Marketing</b>  | <b>15</b>              |
|               | Understanding Marketing of Events, Events as Marketing Strategies, Intercommunications Context of the Modern Marketing, Events as a Marketing Tool, Events within the Marketing Mix, Advantages of Events to the Brand Marketer, Matching Event Traits with the personality of your company, Ways to Improve Event Marketing Experiences, Scope of Event Marketing Activities   |                        |
| <b>2</b>      | <b>Understanding Event Marketing</b>  | <b>15</b>              |
|               | The Evolution of Event Marketing, Need for Event Marketing Strategy, Strategies for Stakeholders, Internal Event Marketing, Event Strategy Formulation, SWOT Analysis, The Why, Who, When, Where & What of Event Marketing, The Six Ps of Event Marketing   |                        |
| <b>3</b>      | <b>Aspects of Event Marketing</b>   | <b>15</b>              |
|               | Perspective of the Event Sponsor, Event Sponsorship Practicalities, Sponsorship in a Communication Context, Synergy between Sponsor & Event, Identifying Potential Sponsors, In-Kind Sponsorship, Cause-Related Event Marketing,<br>Focus on E-Event Marketing, Technological Convergence, Web Page Requirements, Web Page Involvement, Web Page Accessibility, Contextualising Online Marketing, Web Analytics, Innovation in Social Networks, Online Tactics, Online Advertising, The Breadth and Scope of Experiential Marketing |                        |
| <b>5</b>      | <b>Marketing Strategies</b>   | <b>15</b>              |
|               | Aspects of Festival & Entertainment Events Marketing, Considerations for Marketing First-Time Events, Stunts, Street Promotions, and Guerrilla Marketing, The Celebrity Factor, Appraising Event Performance, Corporate Event Marketing, Social Event Marketing, Future Trends in Event Marketing   |                        |

### Reference books:

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.
2. Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari - Macmillan India, 2007.
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education, 11th Edition, 2007.
5. Marketing Management – S.Jayachandran - TMH, 2003.
6. Event Marketing second edition by C.A. Preston
7. Experiential Marketing by Schmitt, Bernd H.

## **PGDAMES1MJP9 . Media Management**

### **Course Objectives**

1. To understand Media Planning, Strategy and Management with reference to current business scenarios.
2. To know the basic characteristics of all media to ensure most effective use of advertising budget.
3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the different Media Buys.

### **Course Outcome**

After successful completion of the course the learner will be able to:

| <b>Learning Outcomes</b>   | <b>Blooms Taxonomy Level</b> |
|--|------------------------------|
| Learn best practices and tools to design and develop dynamic, rich-media content                   | Remember                     |
| Recognise budgeting, planning and professional presentation of a complex interactive media project | Understand                   |
| Explain the concept of Print Media   | Remember                     |
| Explain the concept of Broadcast Media   | Understand                   |



## Detailed Syllabus

| Module | Topics  | No. of Lectures |
|--------|---|-----------------|
| 1      | <b>Introduction</b>   | 15              |
|        | <ul style="list-style-type: none"> <li>Media Classification- Mass Media –Niche Media-Addressable</li> <li>Media and Interactive Media-Media-Intrusiveness</li> </ul>  |                 |
| 2      | <b>Print-Media</b>  | 15              |
|        | <ul style="list-style-type: none"> <li>Principles of Newspaper Business-Classified Ads, Display Ad's Display</li> <li>Ad's – Coverage and Audience Measurement-Sales and Pricing- magazines Directories</li> </ul>  |                 |
| 3      | <b>Broadcast Media</b>  | 15              |
|        | <ul style="list-style-type: none"> <li>Radio-Television-out of Home Media-outdoor Advertising- Cinema and Video –</li> <li>Non-Traditional Media.</li> </ul>  |                 |
| 4      | <b>Media planning</b>   | 15              |
|        | <ul style="list-style-type: none"> <li>Problems of media planning –Developing media plan – Market Analysis and Target - Interactive and Digital Media</li> <li>Establishing media objectives – Developing and Implementing – Evaluation and Follow up-Computers in</li> <li>Media Planning- Characteristics of Media.</li> <li>Meaning, Need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision, Types of Media Mix Decisions: Broad Media Classes, Media Vehicles, Media Units, Deciding Ideal Media Mix</li> <li>Buying Process: Buying Brief, Environmental Analysis, Science and Art of Buying, Benchmarking Buying Plan Presentation Deal Management and Post Buy</li> <li>Buying brief: Concept &amp; Elements of Buying Brief, Art of Media Buying – Negotiation in Media Buying, Plan Presentation and Client Feedback</li> <li>Criteria in Media Buying</li> </ul> |                 |

### Reference books

1. Principles of Advertising and IMC – Tom Duncan-Tata McGraw-Hill-Second Edition.
2. Advertising and Promotion – an IMC Perspective – Kruti shah and Alan D'souza- Tata McGraw – Hill.
3. Mehra- Newspaper Management.
4. Rucker and Williams - Newspaper Organization and Management

## **PGDAMES1MJP10. SPECIAL EVENTS – WEDDING PLANNING & LIVE EVENTS**

### **Course Objectives**

1. To understand the roles and responsibilities of wedding planner.
2. To acquire knowledge about different wedding traditions and customs
3. To learn to plan a budget for a wedding

### **Course Outcome**

After successful completion of the course the learner will be able to:

| <b>Learning Outcomes</b>   | <b>Blooms Taxonomy Level</b> |
|--|------------------------------|
| List down the different rituals and culture and planning wedding accordingly     | Remember                     |
| Describe different wedding traditions and customs.                               | Understand                   |
| Determine all logistical and creative elements involved in organizing a wedding. | Apply                        |
| Work out and negotiate for best deals on F&B, venue, printing, floral etc.       | Analyse                      |

## Detailed Syllabus

| <b>Module</b> | <b>Topics</b>   | <b>No. of Lectures</b> |
|---------------|---|------------------------|
| <b>1</b>      | <b>About Wedding Industry</b>   | <b>8</b>               |
|               | Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting  |                        |
| <b>2</b>      | <b>Understanding Rituals and Customer</b>   | <b>8</b>               |
|               | Understanding Wedding Flow, Creating Blueprint, Designing Wedding Plan, understanding entertainment requirements, Celebrity management in wedding, Wedding workflow, Points to note down, Date & Time of Wedding ceremonies, Venue address and venue no's |                        |
| <b>3</b>      | <b>About Live Events</b>  | <b>8</b>               |
|               | About Live Events, Live entertainment Show Industry, Understanding the requirement of live shows, Planning Live Show, Job Responsibilities of Live Show Planner   |                        |
| <b>4</b>      | <b>Live Show arrangements</b>   | <b>6</b>               |
|               | Live Show arrangements, budgeting, live Show Flow, Creating Blueprint, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show  |                        |

### **Reference Books:**

1. Wedding Planning for Dummies, Second Edition by Marcy Blum
2. The Everything Wedding Organizer: Checklists, Charts, And Worksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
3. The Ultimate Wedding Planner & Organizer by Alex Lluch
4. A Comprehensive Indian Wedding Planner - Sarbjit K. Gill (Author)
5. Professional Event Coordination (Wiley Desktop Editions) - Julia Rutherford Silvers (Author)

## PGDAMES1P11. A. Event Team & Crew Management

### Modules at a Glance

| Sr. No.  | Modules                     | No. of lectures |
|----------|-----------------------------|-----------------|
| Module 1 | Event Framework             | 15              |
| Module 2 | Volunteer Management        | 15              |
| Module 3 | Finding Staff               | 15              |
| Module 4 | Workforce Employment Issues | 15              |
|          | <b>Total</b>                | 60              |

### Course Objectives

1. To understand the purpose of the team
2. To contact with the team members to achieve organisational standards.

### Course Outcome

After successful completion of the course the learner will be able to:

| Learning Outcomes  | Blooms Taxonomy Level |
|--|-----------------------|
| Locate the concepts of organisational effectiveness, volunteer staffing.   | Remember              |
| Discuss the importance of framework for an event organization's performance  | Understand            |
| Interpret the concept of personal management and its various facets including recruitment, orientation, instruction Manual, training Programs, motivation. | Remember              |
| Inspect and discover the Personnel Management, Orientation Sessions, Instructions, Manuals & Handbooks related to workforce employment.                    | Understand            |
| Determine the crew requirements for an event.  | Remember              |

## Detailed Syllabus

| Module   | Topics  | No. of Lectures |
|----------|---|-----------------|
| <b>1</b> | <b>Event Framework</b>  | <b>15</b>       |
|          | Organization Manager & the Team during the Event, Simplified Event Structure, Organizational Effectiveness, Volunteer Staffing, Framework for an event organizer's performance  |                 |
| <b>2</b> | <b>Volunteer Management</b>   | <b>15</b>       |
|          | Volunteer Management, Factors influencing the number and type of staff, itemizing your needs, Creating job Descriptions, Paid Staff, Typical Event Organization Communication tool  |                 |
| <b>3</b> | <b>Finding Staff</b>  | <b>15</b>       |
|          | Finding Staff, Job Description Form, Staffing an Event, Running the Event on the Day, Organization and Briefing of Staff on the day, creating a Resume and Writing the Cover Letter, Effective Interviewing, Interview Etiquette, After the Interview, Designations |                 |
| <b>4</b> | <b>Workforce Employment Issues</b>  | <b>15</b>       |
|          | Workforce Employment Issues, Personnel Management, Orientation Sessions, Instructions, Manuals & Handbooks, Training Programs, Scheduling & Assignments, Motivation, Recognition & Retention  |                 |

### Reference books:

1. The Secrets of Successful Team Management - Michael A. West (Author)
2. Successful Team Management [Paperback] - Nicky Hayes (Author)
3. Crew Resource Management, Second Edition by Barbara G. Kanki, Robert L. Helmreich and Jose Anca
4. Successful Event Management - A Practical Handbook by Anton Shone, Bryn Parry
5. The Complete Guide to Careers in Special Events by Gene
6. Special Events by Joe Goldblatt
7. Professional Event Coordination by Julia Rutherford Silvers

## PGDAMES1P11 B. EVENT COST ACCOUNTING & FINANCE MANAGEMENT

### Course Objectives

1. To help students understand the relevant concepts and tools used in Cost Accounting.
2. To make students understand the principles and procedures of Cost Accounting and its applications.

### Course Outcomes

After successful completion of the course the learner will be able to:

| Learning Outcomes   | Blooms Taxonomy Level |
|---|-----------------------|
| Define Event Cost accounting  | Remember              |
| Explain the basic concept of cost and how costs are presented in financial statements | Understand            |
| Describe how cost accounting is used for decision-making and performance evaluation.  | Understand            |

### Detailed Syllabus

| Module   | Topics   | No. of Lectures |
|----------|--|-----------------|
| <b>1</b> | <b>Meaning and Scope of Accounting</b>   | <b>15</b>       |
|          | Objectives of accounting, accounting principles: Introductions to Concepts and conventions, Accounting in Computerized Environment: Introduction, Features and application in various areas of Accounting, Sources of Finance - Short Term/Long Term, Domestic / Foreign, Equity/Borrowings/Mixed etc  |                 |
| <b>2</b> | <b>Accounting transactions</b>   | <b>15</b>       |
|          | The accounting cycle, Journal, Journal proper, Opening and closing entries, Relationship between journal & ledger: Rules regarding posting: Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. Introduction to Trading Account, Profit and Loss Account and Balance Sheet. Introduction to Vertical Form of Balance Sheet and Profit & Loss A/c-Trend Analysis, Comparative Statement & Common Size |                 |
| <b>3</b> | <b>Introduction to Event Cost Accounting</b>   | <b>15</b>       |
|          | Cost Accounting Terms, Objects, Event Costs Classifications, Fixed Cost, Variable Cost, Opportunity Cost, Direct Cost, Indirect Cost, Period Cost, Relevant Cost, Sunk Cost, Marginal Cost, etc., Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads   |                 |
| <b>4</b> | <b>Developing System to Track Expenses</b>   | <b>15</b>       |
|          | List of Expense Categories, Bifurcating Actual Expenses, Monitoring Expenses, Handling Contingencies & Unplanned Expenses, Markup of Suppliers Cost, Hourly Fees, Budget Layout for Private and Large Public Event, Other Financial Consideration, Angling for Income, Event Revenue Streams, Using Sponsorship, Accounting Styles, Cash Accounting, Accrual Accounting, Event Profit Centre   |                 |

#### Reference books

1. Advanced Accountancy - R.L. Gupta and Radhaswamy
2. Management Accounting - Brown and Howard
3. Management Accounting - Khan and Jain
4. Management Accounting - S.N. Maheswari
5. Management Accounting - Antony and Recece
6. Management Accounting - J.Batty
7. Cost Accounting Fundamentals: Essential Concepts and Examples (3rd Edition) Steven M. Bragg (Author)

## **PGDAMES1MJP12. Internship/Industrial Training - I**

### **Course Objectives:**

To enable students to make a carefully guided transition into the world of work.

To create an interface between learning and practice.

To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.

To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth.

To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.

To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

### **Course Outcome:**

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work.
- Pursue responsible roles in an organization.
- Develop a roadmap for future career.

### **Goals:**

To enable students to make a carefully guided transition into the world of work.

To create an interface between learning and practice.

To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.

To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth.

To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.

To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

### **Duration:**

Each student shall undergo an Internship of few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

### **Report:**

After completion of the training, they will have to submit a training report.

### **Marks & Evaluation:**

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.



**PASSING PERFORMANCE GRADING :**

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

**Letter Grades and Grade Point**

| Semester GPA/ Program CGPA<br>Semester / Program | % of Marks  | Alpha-Sign/Letter Grade<br>Result | Grading Point |
|--|-------------|-----------------------------------|---------------|
| 9.00 – 10.00                                     | 90.0 - 100  | O (Outstanding)                   | 10            |
| 8.00 - < 9.00                                    | 80.0 < 90.0 | A+ (Excellent)                    | 9             |
| 7.00 - < 8.00                                    | 70.0 < 80.0 | A (Very Good)                     | 8             |
| 6.00 - < 7.00                                    | 60.0 < 70.0 | B+ (Good)                         | 7             |
| 5.50 - < 6.00                                    | 55.0 < 60.0 | B (Average)                       | 6             |
| 5.00 - < 5.50                                    | 50.0 < 55.0 | C (Pass)                          | 5             |
| Below 5.00                                       | Below 50    | F (Fail)                          | 0             |
| AB (Absent)                                      |             | Absent                            |               |

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:  $SGPA = \frac{\sum CG}{\sum C}$  for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner:  $CGPA = \frac{\sum CG}{\sum C}$  for all semesters taken together.

**PASSING STANDARD:**

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

## **ALLOWED TO KEEP TERMS (ATKT)**

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

**OR**

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

**OR**

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

\*\*\*\*\*

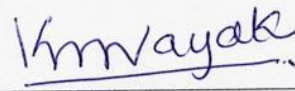





**UNIVERSITY OF MUMBAI'S  
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT  
COURSE COMMITTEE MEETING**

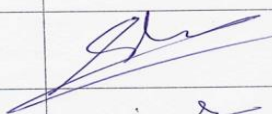

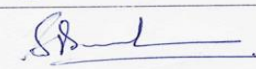
**Masters, Bachelors, PG & UG Diploma Programmes – Event Management & PR**

Date: 8<sup>th</sup> June 2023

Time 12:00 noon

**Attendance Sheet**

| Sr. No. | Name of the Member   | Signature   |
|---------|--|---|
| 1       | Dr. Keyurkumar M. Nayak,<br>Director, UM-GICED   |    |
| 2       | Mr Vipul Solanki<br>Course Coordinator,<br>Masters, Bachelors, PG & UG Diploma<br>Programmes – Event Management & PR             |   |
| 3       | Mr Vipul Khunte<br>Senior Talent Manager,<br>VK Artist management  |  |
| 4       | Ms Riddhi Sonni<br>Co Founder,<br>Golden Chariot Events  |  |
| 5       | Mr Aditya Lohana<br>Director, Higher Education, Future Varsity<br>Education Group  |  |
| 6       | Ms Gwen Athaide<br>Executive Coach   |  |
| 7       | Dr. Krishna Kant Sahu<br>Director- Open & Distance Learning,<br>Lakshmibai National Institute of Physical<br>Education (Gwalior) | AB  |

|    |   |   |
|----|---|---|
| 8  | <b>Dr. Ashish Phulkar</b><br>Associate Professor<br>Department of Sports Management &<br>Coaching<br>I/C Placement Cell,<br>I/C Adventure sports,<br>LNIPE, Gwalior (M.P)<br>Accredited by NAAC A++ | AB  |
| 9  | Mr Shivam Mishra<br>Event Manager,<br>SKIL Events   |                   |
| 10 | Mr Avinash Kumar<br>Event Executive,<br>Jio World Centre  | <br>Avinash Kumar |
| 11 | Smt. Shilpa Borkar,<br>Placement Officer,<br>UM-GICED   |                   |

Keyurkumar

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof. (Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies

## Justification for (P.G Diploma in Aspects of Media, Marketing &amp; Events)

|    |   |   |
|----|---|---|
| 1. | Necessity for starting the course   | The University of Mumbai's Garware Institute of Career Education & Development plans to introduce One year Full time P.G Diploma in Aspects of Media, Marketing & Events. The P.G Diploma in Aspects of Media, Marketing & Events will help students to develop the skills to design, plan, create, implement, manage, and market events. Students will examine the scope of the media, events & Entertainment industry, learn how to conduct marketing and manage events in a sustainable manner, and evaluate event outcomes. |
| 2. | Whether the UGC has recommended the course:   | Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.  |
| 3. | Whether all the courses have commenced from the academic year 2023-2024   | Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course has been launched in the year 2017-18.  |
| 4. | The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available? | Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.   |
| 5. | To give details regarding the duration of the Course and is it possible to compress the course?                                 | The duration of the course is One year (Two Semester). It cannot be further compressed.   |
| 6. | The intake capacity of each course and no. of admissions given in the current academic year:                                    | The intake capacity of this course is 180 students. The admission procedure is still ongoing.   |
| 7. | Opportunities of Employability/ Employment available after undertaking these courses:   | The students pursuing their careers are offered high employment opportunities as Public Relations Manager, AD strategist, Communications manager, Content Manager, Social Media Manager, Influencer Marketer, Event Manager, Production Head, Wedding Planner, Event Conference Architect, Event Digital Analytics Manager, Event Reporter, Sponsorship Manager, Event Tech Experts, Event Customer Experience Manager, Event Security & Safety Manager, Creative Event Director, Event Diversity Coordinator                   |



Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof.(Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies

