



UNDER GRADUATE DIPLOMA IN EVENT MANAGEMENT & PUBLIC RELATIONS



DURATION : ONE YEAR FULL TIME (2 SEMESTERS)

ELIGIBILITY : H.S.C. OR EQUIVALENT IN ANY FACULTY

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 CONTENTS:

SEMESTER 1

- Introduction to Event Management
- Communication, PR & Presentation Skills For Events
- Event Planning, Sponsorship & Budgeting
- Event Marketing & Branding
- Event Team & Crew Management
- Practical
- Event Management- I



SEMESTER 2

- Event Production & Logistics
- Event Catering, Law & Permissions
- Advance Aspects Of Event Management
- Event Coordination
- Wedding Planning & Special Events
- Practical
- Event Management- II