

Lesson Plan (jan 2018 to april 2018)

Name of the Assistant/ Associate Professor: Ms Kusum Lata

Class and Section: [M.com](#) 4th semester

Subject: Event Management

Paper code: MC-416

Week	Date	Topics
1	1-Jan-18	Event management: introduction to events, definition, event marketing, 5 C's of events,
	2-Jan-18	Event designing reach: external reach from event networking, actual event reach
	3-Jan-18	Interaction: interaction points, direct interaction
	4-Jan-18	Indirect interaction, interaction catalysts,
	5-Jan-18	Relative importance of events as a marketing communication tool
	6-Jan-18	Relative importance of events as a marketing communication tool
	7-Jan-18	Sunday
2	8-Jan-18	Events as a marketing tools: Brand building
	9-Jan-18	Focusing the target market, implementation of marketing plan
	10-Jan-18	Marketing research
	11-Jan-18	Relationship building
	12-Jan-18	Creating opportunities for better deals with different media
	13-Jan-18	Events and the economy, problems associated with traditional media
	14-Jan-18	Sunday
3	15-Jan-18	Advantages offered by events
	16-Jan-18	Event infrastructure: core concept, core people, core talent core structure
	17-Jan-18	Target audience, clients, set objectives for the event
	18-Jan-18	Negotiating contracts with event organizers,
	19-Jan-18	Location interaction points, banners, displays etc.
	20-Jan-18	Post event follow up
	21-Jan-18	Sunday
4	22-Jan-18	Vasant Panchami
	23-Jan-18	Event organizers: targeting clients, selecting event categories to serve
	24-Jan-18	Sir Chhotu Ram Jayanti
	25-Jan-18	Selecting and contracting with other key elements,
	26-Jan-18	Republic Day
	27-Jan-18	Marketing intelligence and information system, venue: in house venue external venue
	28-Jan-18	Sunday
5	29-Jan-18	Media: stages, benefits

	30-Jan-18	benefits of media
	31-Jan-18	Negotiating with media owner

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1	1-Feb-18	Concept of marketing in events: meaning
	2-Feb-18	Revenue generating customers, non-revenue generating customers
	3-Feb-18	Segmentation: niche marketing in events
	4-Feb-18	Sunday
2	5-Feb-18	Targeting, positioning in events: positioning
	6-Feb-18	Branding in events-event property
	7-Feb-18	Retaining event property, repositioning of events
	8-Feb-18	Test
	9-Feb-18	Concept of product in events: benefit level, event hierarchy
	10-Feb-18	Maharshi Dayanand Saraswati Jayanti
	11-Feb-18	Sunday
3	12-Feb-18	Categories and variations of events, characteristics,
	13-Feb-18	Maha Shivratri
	14-Feb-18	Competitive events, cultural celebrations, exhibition events, charitable events
	15-Feb-18	Special business events, retail events
	16-Feb-18	Reach-interaction matrix: event variations, time frame based
	17-Feb-18	Concept based, artist based, client industry based
	18-Feb-18	Sunday
4	19-Feb-18	Concept of promotion in events: meaning, networking components: print media,
	20-Feb-18	Radio, television, the internet, cable network, outdoor media
	21-Feb-18	Direct marketing: meaning, importance
	22-Feb-18	Sales promotion, audience interaction
	23-Feb-18	Public relations, merchandising, in venue publicity
	24-Feb-18	Event management: meaning, activities in event management
	25-Feb-18	Sunday
5	26-Feb-18	Pre-event activities, during-event activities

	27-Feb-18	Post event activities
	28-Feb-18	Management functions

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1	1-Mar-18	Guru Ravidas Birthday
	2-Mar-18	Holi
	3-Mar-18	Event management information system
	4-Mar-18	Sunday
2	5-Mar-18	Strategic market planning: meaning, importance
	6-Mar-18	objectives
	7-Mar-18	Developing marketing plans
	8-Mar-18	Environmental assessment
	9-Mar-18	Competitive assessment
	10-Mar-18	Ambush marketing
	11-Mar-18	Sunday
3	12-Mar-18	Gaining competitive advantages
	13-Mar-18	Business potential assessment: meaning
	14-Mar-18	Market attractiveness
	15-Mar-18	Business strengths
	16-Mar-18	Problem analysis
	17-Mar-18	Opportunity and resource analysis
	18-Mar-18	Sunday
4	19-Mar-18	Test
	20-Mar-18	Evaluation of event performance: meaning
	21-Mar-18	Basic evaluation process
	22-Mar-18	Establishing tangible objectives
	23-Mar-18	Shaheedi Diwas of Bhagat Singh, Rajguru & Sukhdev
	24-Mar-18	Establishing sensitivity in evaluation
	25-Mar-18	Sunday/ Ram Navami
5	26-Mar-18	Test
	27-Mar-18	Measuring performance
	28-Mar-18	Concept research
	29-Mar-18	Mahavir Jayanti
	30-Mar-18	Assignment
	31-Mar-18	Formative evaluation

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1	1-Apr-18	Sunday
	2-Apr-18	Objective evaluation
	3-Apr-18	Summative evaluation
	4-Apr-18	Correcting deviations
	5-Apr-18	Critical evaluation points
	6-Apr-18	Critical evaluation points from event organisers point of view
	7-Apr-18	Critical evaluation points from clients point of view
	8-Apr-18	Sunday
2	9-Apr-18	Test
	10-Apr-18	Revision of event management
	11-Apr-18	Revision of event infrastructure
	12-Apr-18	Revision of event infrastructure
	13-Apr-18	Revision of event infrastructure
	14-Apr-18	Dr Ambedkar Jayanti / Vaisakhi
	15-Apr-18	Sunday
3	16-Apr-18	Revision of market in events
	17-Apr-18	Revision of product in events
	18-Apr-18	Parashurama Jayanti
	19-Apr-18	Revision of promotion in events
	20-Apr-18	Revision of market planning
	21-Apr-18	Revision of marketing environment
	22-Apr-18	Sunday
4	23-Apr-18	Internal factors
	24-Apr-18	External factors
	25-Apr-18	Revision of measuring performance
	26-Apr-18	Revision of measuring performance
	27-Apr-18	Revision of measuring performance

	28-Apr-18	Revision of measuring performance
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