



KONGU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

NANJANAPURAM, ERODE - 638 107.

KASC ACADEMY OF EXCELLENCE

ACADEMIC YEAR

2018-2019

VALUE ADDED COURSE ON



EVENT MANAGEMENT

COURSE CONTENT

- Basic Concepts of Event management
- Types of Events
- Event planning
- Sponsor management
- Event promotion
- Corporate Communication

COURSE OUTCOMES

On Completion of this course the students will be able to

- ❖ Describe basis on various event and qualities of event manager.
- ❖ Exhibit awareness on event planning, concept development and location planning.
- ❖ Gain exposure on scheduling, organisation of events and its presentation.
- ❖ Acquire knowledge on event promotion, media campaign and sponsor management.
- ❖ Handle the event management and corporate communication effectively.

COURSE DURATION

Theory - 40 Hours

FOR WHOM

All the UG Students

Organized By

**DEPARTMENT OF
MANAGEMENT SCIENCE (PG)**



COORDINATOR

Dr. G. KARTHI

Assistant Professor

Department of Management Science (PG)



Dr. N. RAMAN
PRINCIPAL

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