

KUSHABHAU THAKRE
PATRAKARITA AVAM JANSANCHAR VISHWAVIDYALAYA
RAIPUR (Chhattisgarh)

P.G. Diploma in (Event Management) (PGDEM)

Scheme of examination

<u>Subject / Paper</u>				
Semester – I			Max	Min. Passing MKS
PGDEM	101	Media and Public Relation CE+AA	75 25	30 10
PGDEM	102	Computer Application CE+AA	75 25	30 10
PGDEM	103	Principles and Practice of Management and Marketing CE+AA	75 25	30 10
PGDEM	104	Managerial Communication CE+AA	75 25	30 10
Practical & Viva-Voce			100	40
Total			500	225 (45%)
Semester – II				
PGDEM	105	Event Management CE+AA	75 25	30 10
PGDEM	106	Event Planning CE+AA	75 25	30 10
PGDEM	107	Event Communication CE+AA	75 25	30 10
PGDEM	108	Advertising & Event Promotion CE+AA	75 25	30 10
Practical & Viva - Voce			100	40
Total			500	225
G.T.			1000	445(45%)

Post Graduate Diploma in (Event Management)
(One year Full Time Course)
Course of Studies
SEMESTER - I

Paper—I

PGDEM 101 - Media and Public Relations

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit-I Public Relations: Nature and Scope; Public Relations and Corporate Communications, Elements of PR, Public opinion formation and measurement; methods and principles of persuasion; Communication and Public Relations.

Unit-II International Public Relations - a brief history; Public Relations in India, Historical development, recent trends, Symmetrical and asymmetrical theories of PR.

Unit-III Interface of PR with various management disciplines (Human Resource Development, Finance, Marketing, Law, etc.), Public in PR, PR tools (interpersonal, mass media and selective media), Corporate Image, Identity and techniques — House Journal.

Unit-IV Strategic Public Relations Programming — Research, Planning and Budgeting, setting objectives, execution of PR Programmes, evaluation of PR efforts, PR campaign for tourism promotion, family planning, health environmental protection and illiteracy rural upliftment.

Unit-V Writing for PR; Internal Publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.), facility visit, proactive and reactive media relations, Role of Technology in PR, Use of New Age Social Media in PR;

Reference Books:

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|----|---------------------------------|---|
| 1. | Public Relations in India | : J.M. Kaul |
| 2. | Bharat men Jansamvad | : Dr. Mahavir Singh |
| 3. | Janasampark Sidhant our veovhar | : Dr Sushil Trivedi,
Dr. Shashikant Shukla |
| 4. | Public Relations | : Shrutikaa Kasor |
| 5. | Jansampark Prabandhan | : Kumud Sharma |

Paper - II

PGDEM 102 – Computer Applications

Maximum Marks-75
Minimum Marks -30

Note - Scheme of Examination

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|----------|--|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |
| Unit-I | Fundamental of Computers; Introduction to Information Technology; Application of IT in the advertising industry; Networking concept and its application; Internet basics: internet services, e-mailing, World Wide Web, TCP/IP Protocols; Different between Website, Portals, search Engines, Types of Portals; | |
| Unit-II | Introduction to MS-Windows, MS-Word MS-Excel, MS-PowerPoint, LAN, MAN, WAN, Email, Software introduction: Types, Installation, Data security from virus and hacking; Using SPSS (Statistical Package for Social Science) | |
| Unit-III | Multimedia: Definition, elements of multimedia; multimedia tools: PageMaker, Corel Draw, Photoshop; Working with Animations: Animation page element using dynamic HTML links, creating hyperlinks in text or image. | |
| Unit-IV | Introduction to HTML, Basic HTML Concept, Rules, Statement of HTML, Documents, Documents type HTML Elements, Title elements body, Block level elements, Text level element. Formatting web Pages created in MS Front Page: setting text properties, choosing text to format, Changing font properties, setting Paragraph alignment, changing the background setting; | |
| Unit-V | Cameras & Equipment; Set designing; evolution of sets; designing & printing collaterals, publicity materials; lights, sounds, audio video; Work shops on video editing studio; sound warehouse; advance set designing; Special effects; | |

Reference Books:

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|---|--|
| 1. Data Communication & Networking | - Forouzen |
| 2. Computer Networking | - Tan and Bomb |
| 3. Computer Fundamental O level Module II | |
| 4. Computer Fundamental | - Chetan Shrivastav |
| 5. A First Course in Computer 2000/2003 | - Sanjay Saxena |
| 6. Complete Reference on MS- Office 2003 | - Microsoft Corp. Inc. |
| 7. Complete Reference on HTMT | |
| 8. Complete Education for Teachers | - Sharp, Vicki F.,
Mc Grew Hill |

Paper - III

PGDEM 103 – Principles and Practice of Management and Marketing

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |
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| Unit-I | Concept and significance of Management; Management as a science and art; Principles of Management; Evolution of Management Thought and Schools of Management: Classical, Bureaucracy, Social, Human, Scientific and Administrative School of Management; |
| Unit-II | Planning: Nature, Process, Types, Principles, Significance and limitation of planning; Planning and forecasting; Decision making: meaning, significance, Types, Process, Rationale and Limitations of Individual and Group decision making; Negotiation skills; |
| Unit-III | Direction: Meaning, Principles and Techniques; Motivation: Meaning, significance and theories; Leadership: Meaning, importance and style; Controlling: Meaning, characteristics and steps; Coordination: Meaning, importance and principles; Coordination as an essence of management. |
| Unit-IV | Core Concept of Marketing; Marketing Management; Marketing concepts and tools; Marketing Process; Marketing plan; 4Ps of Marketing: Product, price, place and Promotion; Market Segmentation, Targeting & Positioning; |
| Unit-V | Entrepreneurship: meaning, significance; qualities and attributes of an entrepreneur; Setting up an enterprise: environmental scanning, conducting market survey, preparing business plan; Business Laws fundamentals: Sole Proprietor, Partnerships, Limited Partnerships, Joint Stock Companies, Contracts, Service Tax (concepts only); Ethics and Entrepreneurship; |

Reference Books:

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|---|--------------------------|
| 1. Principles of Management | - J.F.Stoner & Freeman |
| 2. Essentials of Management | - Koontz & Wehrich |
| 3. Development of Management | - S.K.Chakraborty |
| 4. Principles of Management | - Sharma |
| 5. "Marketing Management",
(Millennium Edition) Prentice | - Philip Kotler |
| 6. Marketing management concept,
Commonwealth Publishers | - J.M.Diwan |
| 7. "Marketing Management"-
Published Rajpal Mittal
Publication, New Delhi | - Dayal, Zachariah |
| 8. विपणन कला | - सुधा माथुर, कुलश्रेष्ठ |

Paper - IV

PGDEM 104 – Managerial Communication

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit-I Importance and Nature of Business communication, Channels and Media of Communication, Communication Networks, Effectiveness of Communication.

Unit-II Process of Communication, Barriers to Communications, Business Writing, Business Report.

Unit-III Oral Communication, Public Speaking and negotiations skills, Feedback skills, Interview skills, Legal Aspect of Business Communication.

Unit-IV Listening Skills, Presentation Skills, Verbal and Non Verbal Communication

Unit-V Counseling Skills, Communication on Disciplinary Matters, Group Discussion and Meeting, Annual General Body Meeting

Reference Books:

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|---|-------------------------------|
| 1. Communication | : Larry L Barkar |
| 2. The Dynamics of mass Communication | : Joseph R. Dominik |
| 3. Process, Effects of Mass Communication | : Wilber Schramm |
| 4. Interpersonal Communication | : Spitzerg |
| 5. Media, Culture and Society | : Colins |
| 6. Managerial Communication | : Rao, N. and Das,R.P. |

Post Graduate Diploma in Event Management
(One year Full Time Course)
Course of Studies
SEMESTER - II

Paper - I

PGDEM 105– Event Management

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

- Understanding Event, Concept of Event Management, Event Industry, Event Operations, Types of event Management, Business Communication Skills, Writing Skills for Communicators, Venue Operations and Contracts, Event Planning.
- Human resource management, Media Law and Ethics, Consumer Behavior, Project Management, Communication in the New Economy, Corporate & Event Management, , Innovative Problem Solving Skills.
- Managing Publicity & Media Relations, Event Impact Analysis, Studies on Media Audiences, Conference and Exhibition Studies, Research Management, PR Writing, International Public Relations, , Advertising Campaign.
- Marketing Management of an event, Marketing Principles, Strategic Marketing Communications, Event Marketing and Advertising, Dynamics of Small Business Corporate Communication, Project Management, Internet Marketing, Strategic Marketing, Consumer Behaviour.
- Basic and Advance Event Accounting, Financial Management and Budgeting, Event Coordination, Event Logistics including catering, Research, Production etc. Event Laws and Regulations, Modern Event Management Scenario, Indian and Foreign case studies, Special Events (Festivals, sports, Parties, Marriages etc.)

Recommended Books

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|--|-----------------------------|
| 1. The Dynamics of Mass Communication | : Joseph R. Dominick |
| 2. Process, Effect of Mass Communication | : Wiber Schramm |
| 3. Interpersonal Communication | : Spitzerg |
| 4. Media, Culture and Society | : Colins |

Paper - II

PGDEM 106– Event Planning

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |
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|----------|---|
| Unit-I | Event Planning, Budgets and Promotion, Client Presentations , Clients and Concepts, Event Design, Exhibit Design, Logistics and Planning, Basic and Advance Event Accounting & Costing. |
| Unit-II | Advance Aspects of Event Management, Event Production & Logistics, Vendor listings, Event Co-ordination & PR, Special Events (Festivals, Sports, Parties, Marriages, etc.) Events in Action, Programming and Self-Promotion, Field Placement, Event monitoring/evaluation. |
| Unit-III | The world of ATL & BTL Marketing, Internet, Mobile , Television & Experiential Marketing, CRM & Loyalty Programs, Advertising on New Social Media, Event Branding. Web casting of Events, Radio based events & promotions , Television its talent / crew & details |
| Unit-IV | Planning of special events: Sports, Fashion shows, Concerts, Academy Awards, Religious events, wedding planning, Charity events / social marketing, Product launches, road shows, Theme parks, Political Events / Campaign. |
| Unit-V | Responsibility of the event organizer; crowd dynamics, ingress and egress of attendees, emergency procedures and services; Environmental issues; Health and safety: precautions, first aid, emergency medical services, facilities for physically / mentally challenged; legal requirements; Terrorism issues around public spaces and mass gatherings; Safety and protection of essential services, water, gas, electricity and sanitation, heating, ventilation, air conditioning and lighting. |

Reference Books:

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|--|---------------------|
| 1 Art & Science of Advertising | - K. Chandra Kandan |
| 2. Advertising Regulation | - Dr. S.S. Kaptan |
| 3. Advertising — Planning Implementation | - Sandeep Sharma |

Paper - III

PGDEM 107– Event Communication

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit-I Event Communication, Event Research & Planning, Event Proposals, Event Presentations, Event Themes and Concepts, Special Aspects of Event Management, Event Production.

Unit-II Understanding Client's needs, Event Team Management, Event Marketing and Advertising, Event Sponsorship, Event Law, Event Catering.

Unit-III Writing an Event brief, Event Evolution, Creation & Development, How to organize an event, Creativity in events, Sponsors in events (workshops & proposals).

Unit-IV On ground management, venue construction, budgeting, costing, backstage, incentive management, In film advertising / marketing, Generic events, festivals & carnivals, exhibitions & trade fairs, conference & seminars, promotions, malls based promotions & events, hotel based events, Ideation / creation & sales & marketing of exhibitions, Planning / logistics & production / execution of exhibitions.

Unit-V How to build successful & advance presentations, PR & Business Development with context to events, Events — laws, licenses, permissions, legal contracts, constructing a contract, trademark, service mark, etc.

Reference Books:

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|-------------------------------|---------|
| 1. Trends in Content Analysis | : Pool |
| 2. The Media and The People | : Brown |

Paper - IV

PGDEM 108– Advertising & Event Promotion

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit-I Advertising Tools and Practice; Consumer behavior: analysis, definitions and factors; defining consumer behavior and its various factor; external environment, culture, social class, social group, family, internal states perception, learning, motivation, personality, lifestyle, attitudes etc.

Unit-II Brand Management: definition, concepts and evolution of brand management - component of a brand, strategy and structure- brand equity, image and personality — corporate brand, USP; Difference between unique Sales proposition to brand.

Unit-III Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy, Campaigns, Process of motivation and theories of motivation,

Unit-IV Media characteristics - defining media planning, media scene in India, Sources of Media Information, Graphics: role and scope in advertising, design principles, use of color in design, type and type faces, slogan, Illustrations.

Unit-V Media Strategies, Budgeting and Presentation to client, Media Scheduling, Reach and frequency, Media Weight Theories, Media Buying and Analyzing information on-line, Advertising on New Social media, Online Advertising and promotion.

Reference Books:

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|--|-------------|
| 1. Advertising, Policy and Practice | : Driver |
| 2. Advertising, Theory and Practice | : Chunawala |
| 3. Advertising, Marketing & Sales Management | : Thakur |
| 4. Advertising Media Planning | : Sisors |
| 5. Vigyapan, Madhyam avam Prachar | : Kulsresth |