



## ALAGAPPA UNIVERSITY

(A State University Established by the Government of Tamil Nadu in 1985,  
Accredited with A+ Grade by NAAC (CGPA 3.64) in the Third Cycle,  
Graded as Category-I University and Granted Autonomy by MHRD-UGC,  
MHRD-NIRF 2020 Rank : 36, QS 2020 India Rank : 24)

**KARAIKUDI - 630 003, Tamil Nadu, India**



### ALAGAPPA INSTITUTE OF MANAGEMENT VALUE ADDED COURSE

#### **AIMEM103 – EVENT MANAGEMENT**

**Course Duration: 30 Hours**

#### Course objectives

- Obtain a sense of responsibility for the multi – disciplinary nature of event management.
- Gain confidence and enjoyment from involvement in the dynamic industry of event management
- Form a base for many routine activities in operations management
- To analyse the performance of event management.
- To understand and tackle the issues in event organizing.

#### Course outcomes

- Identify the types of insurance appropriate for particular events.
- Identify risk factors in an event proposal.
- Describe and analyse key components of typical event contracts.
- Analyse the nature of risk and risk factors typical to meetings and events
- Conduct standard and customary ethical, legal, risk management, safety, and security analysis for an event

#### Course Coordinator

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# Course Name: Event Management

Course code: AIMEM103

Total Hours: 30

| <b>Objectives</b> |  |
|-------------------|--|
|                   | <ol style="list-style-type: none"><li>1. Obtain a sense of responsibility for the multi-disciplinary nature of event management.</li><li>2. Gain confidence and enjoyment from involvement in the dynamic industry of event management.</li><li>3. Form a base for many routine activities in operations management</li><li>4. To analyse the performance of event management.</li><li>5. To understand and tackle the issues in event organizing.</li></ol>         |
| <b>Units 1</b>    | <b>EVENTS INTRODUCTION:</b><br>Events - Nature definition and scope - C's of events - Designing, interaction and importance as a marketing tool - Various needs addressed by events - Focusing and implementing events - Advantages and disadvantages of events.   |
| <b>Unit 2</b>     | <b>ELEMENTS OF EVENTS:</b><br>Elements of events - Event infrastructure, target audience, organisers, venue, media activities to be carried out - Concept of market in events - Segmentation and targeting of the market events.   |
| <b>Unit 3</b>     | <b>POSITIONING IN EVENT:</b><br>Positioning in events and the concept of event property - Events as a product - Methods of pricing events - Events and promotion - Various functions of management in events.  |
| <b>Unit 4</b>     | <b>STRATEGIC PLANNING:</b><br>Strategic market planning - Development and assessment of market plan.   |
| <b>Unit 5</b>     | <b>STRATEGIC ALTERNATIVES:</b><br>Strategic alternatives arising from environment, competition and defined objectives - Pricing objectives - Evaluation of event performance - Measuring performance & correcting deviations   |
| <b>Outcomes</b>   |  |
|                   | <ol style="list-style-type: none"><li>1. Identify the types of insurance appropriate for particular events.</li><li>2. Identify risk factors in an event proposal.</li><li>3. Describe and analyse key components of typical event contracts.</li><li>4. Analyse the nature of risk and risk factors typical to meetings and events</li><li>5. Conduct standard and customary ethical, legal, risk management, safety, and security analysis for an event.</li></ol> |
| <b>References</b> |  |
|                   | <ol style="list-style-type: none"><li>1. .Kotler.P., Marketing Management, Analysis, Planning, Implementation and Control, Prentice Hall</li><li>2. AvrichBarry, Event and Entertainment, Delhi, Vision Books</li><li>3. Gaur.S.S. and Saggere.S.V., Event Marketing Management</li><li>4. Panwar.J.S., Marketing in the New Era, Sage Publications Challenging the Global Economic Order. St. Martin's Press.</li></ol>   |