

KLE Society's  
**Lingaraj College, Belagavi**  
(Autonomous)

Department of BBA

**B.B.A.: V Semester**

**Event Marketing and Advertising**  
(w.e.f. 2018-19 and onwards)

<b>Teaching hours per week – 04 :</b>	<b>Maximum Marks</b>	<b>:</b>	<b>100 Marks</b>
	<b>Semester End Examination</b>	<b>:</b>	<b>70 Marks</b>
	<b>Internal Assessment</b>	<b>:</b>	<b>30 Marks</b>

**Course Outcome:**

**At the end of this course students will be able to:**

1. Students will be able to apply basic concepts of Marketing for Event industry and it will help in event promotion and planning process.
2. To analyze the overall business environment and evaluate its various components in business decision making.
3. To identify the needs of each segment are the same, so marketing messages should be designed for each segment to emphasize relevant benefits and features required rather than one size fits all for all customer types.
4. To Design an advertising message that gets the attention of the prospective buyer in a segmented population. To introduce Students to the basic steps in advertising. To help students understand the creation of an ad campaign.
5. To Develop an overall appreciation for the importance of branding in today's dynamic, Interdependent society. Create an effective brand positioning strategy.

**Syllabus**

<b>UNITS</b>	<b>Syllabus</b>	<b>HOURS</b>
MODUL E I	Event marketing <ul style="list-style-type: none"><li>● Market, Marketing &amp; Marketing Environment, Introduction – Meaning,</li><li>● Importance, Modern marketing concept, Social marketing, marketing process, functions,</li><li>● Marketing mix,</li></ul>	10
MODUL E II	Introduction to Business Environment <ul style="list-style-type: none"><li>● Marketing Environment</li><li>● External environment including the role of Government and its impact on events.</li><li>● Environmental factors affecting business and their interaction,</li><li>● Consumerism and other environmentalist movements; socio cultural factors affecting Event decision.</li><li>● Event development and event Life Cycle – Meaning, Process,</li></ul>	12

<p>MODUL E III</p>	<p>Event Segmentation Targeting and Positioning</p> <ul style="list-style-type: none"> <li>● Market Segmentation: Meaning and Definition,</li> <li>● Ways to segment event: No Segmentation, Complete Segmentation, Segmentation according to income, age, literacy etc.</li> </ul> <p>Characteristics of effective segmentation, Strategies towards Market segmentation.</p>	<p>15</p>
<p>MODUL E IV</p>	<p>Event Promotion and Media planning</p> <ul style="list-style-type: none"> <li>● Integrated marketing,</li> <li>● Handling of Media &amp; Celebrities</li> <li>● Product concept, Advertising and Sales Promotion: Meaning, Publicity, Propaganda,</li> <li>● Sales promotion, and personal selling, Advertising effectiveness, Sales Promotion,</li> <li>● Methods of Sales Promotion.</li> </ul> <p>Publicity and Public relations</p>	<p>15</p>
<p>MODUL E V</p>	<p>Branding</p> <ul style="list-style-type: none"> <li>● Branding and coordination</li> <li>● Building an International Brand</li> <li>● Brand equity</li> <li>● Managing Personal Brands</li> </ul>	<p>8</p>

**TEXT BOOKS:**

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
2. Event management, a professional approach By Ashutosh Chaturvedi
3. Marketing your event planning business: A creative approach to gaining the competitive edge – By Judy Allen
4. Event Management: An Asian Perspective by Glenn McCartney
5. Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
6. Kilkeny, Shannon (2006) The Complete Guide to Successful Event Planning, Atlantic Pub. Group