



Course Name -Event Planning and Marketing

Course Code – J-ET-0171

Credits – 3

Faculty Name - TBD

Faculty Biography (maximum three to four sentences) -

Course Description- This course is a comprehensive introduction to the principles and practices of event planning and event marketing, taking students through the entire event life cycle from concept development through post-event evaluation. Students will learn: how to set event goals, target audiences, develop themes and attendee experiences, create budgets, manage timelines and coordinate logistics. The course also covers venue selection, vendor and stakeholder management, sponsorship development, risk management and legal and ethical considerations. Event marketing is another key area that will be covered including branding, audience engagement, public relations, digital promotion, social media strategy, and experiential marketing techniques that forge meaningful connections between organizations and participants. Students will use project management and marketing concepts to develop a complete event plan through case studies and practical exercises.

Prerequisites-

Scheme of Evaluation and Grading -